

Merchants In The Pink With Bargains

Yes sirree, the Merchants of Sierra Madre are in the "Pink" this week and we do not mean literally . . . Not only are they displaying their many advertising bargains on pink paper, but they have gone over their stocks carefully and selected the merchandise that is in the "Pink" of condition and put a price on it that will attract those in need of such items.

This is the fourth such sales bonanza that has been given to you over the past four months, and the last until the Christmas Spree planned for the first part of December.

As before, the Merchants are offering \$100 in free merchandise for those who can match the number of their paper shown on page 12-13 with the numbers displayed on page 11. If you have a number that will match, take that portion of the paper to any Merchant who has advertising on pages 1, 8, 10, 11, 12, 13 or 16 and you will receive \$10 in merchandise of your choice from that store. Bet-

ter check your numbers now before the pages are misplaced.

This is your Merchants' way of saying "thank you" for your patronage, and an inducement for new customers to come in and get acquainted with a swell bunch of Merchants.

The holiday season is fast approaching and Sierra Madre Merchants stand ready with new and fresh merchandise arriving daily. Any of these Merchants has a Lay-away plan, whereby you can select the articles of your choice, pay a little to secure your purchase, make payments on it as you go or pay the balance when you pick up the

Register For Rose Sale

Attention! All girls in Sierra Madre, attending school or Junior College, 9th through 12th grade, don't forget to register for the annual Sale of Roses, Nov. 2, between the hours of 11 a.m. and 1 p.m. at the Council Chambers in the City Hall. Helping with the Rose Sale qualifies you to enter the contest for Sierra Madre's Rose Queen, and hence ride on the float. Also, the girl selling the most roses receives tickets to the Coronation Ball.

Local Couple Returns Home From European Jaunt

By Jody Beavers

After almost three months of sightseeing, visiting friends and what have you all over Europe, it is sure nice to have Larry Garland and his wife back among us again.

Larry, of Garland's Better Fabrics, at 7 Kersting Court, Sierra Madre, along with his wife, Karen, left Sierra Madre Aug. 9, flew to New York, where they boarded the S.S. France, and settled down to the luxurious excitement of an ocean voyage and the anticipation of travel in foreign countries.

They landed at Le Havre, and the first leg of their foreign travel began with romantic Paris, Amsterdam, Miniature Village of Hague and Hanover.

At Hanover, Larry and Karen caught a plane to West Berlin, to visit Karen's relatives and friends, and the report is that this was a most joyous and celebrated occasion. Leaving some of their belongings with the family, to make the load less, the couple then flew back to Hanover, to start another leg of their travels.

As Larry explains it, they purchased what is known as a "Rail Pass." This allowed them to travel by streamlined train, first class, in any and all countries, with the exception of England. It also gave them lots of liberty with their time, as they could board the train at any point and get off at any point, at their own convenience.

After a look at their itinerary, you immediately understand why we did not see Larry around for nearly

merchandise at your convenience. This way most of your shopping worries are over—you do not have to worry about "shopworn" merchandise or—Please turn to Page 7

Application For Christmas Jobs At SM Post Office

Applications for Christmas employment at the Sierra Madre Post Office will be accepted starting Nov. 1 through Nov. 16, said Postmaster Charles E. Louk.

Any person interested may obtain an application at the post office. There is no maximum age limit, however an applicant must have attained his 18th year. Persons with station wagons are especially urged to apply, since these can be utilized for the delivery of parcel post.

Alverno Receives Latin Trophy

The Latin department of Alverno Heights Academy, Sierra Madre, has been awarded a trophy by the Association for Promotion of Study of Latin, Oct. 24.

Alverno received the trophy as a consequence of the achievement of seniors, Mary Drabinski, Karen Longpre, and Marsha Anderson in the annual APSL Nationwide Latin Examinations. Their medal-pin awards are granted to those students who score within five points of a perfect score.

How About Those House Numbers

Use Caution And Live Says Fire Marshal Bert Embree

Have you ever had the Department? or possibly the an ambulance? Or how long visitors said: How do you expect us to find you when we can't see any house numbers along the street?

These are some of the confusing difficulties that arise daily, due to the fact that you, or even your neighbors, have not taken the time to erect your house numbers on the front of the premises, in a conspicuous location, to be seen by all. Fire Marshal Bert Embree indicates that it is very important to the Fire Department to be able to see the numbers, as it could save precious time. As a matter of fact, it is a City Ordinance to have house numbers at least three inches high placed in a conspicuous location.

Marshal Embree issued a safety warning to the children, with Halloween coming up. The use of candles in Jack-o-lanterns should be done with care and caution, and not placed too near the curtains at the window. An electric light, even using colored light for special effect, is much safer.

The clothing generally worn for costumes, parties, etc., that is of a flimsy or full and light-weight material should be watched around any candles, fireplaces, or other open flames. It takes only an instant for some of the modern-day materials to burn.

Now our "traveling friends" go on to Vienna, Venice and the romantic gondolas, Naples, Capri, Milan, the Riviera, southern France, Frankfurt and many more storyland places that most of us just read about and dream about.

—Please turn to Page 7



PICTURED ARE LARRY AND KAREN GARLAND of Sierra Madre, aboard the S.S. France that they took from New York to Le Havre on their recent two and one-half month trip to Europe. While abroad the Garlands visited Karen's parents the Janiks in West Berlin. They returned back in the States October 16.

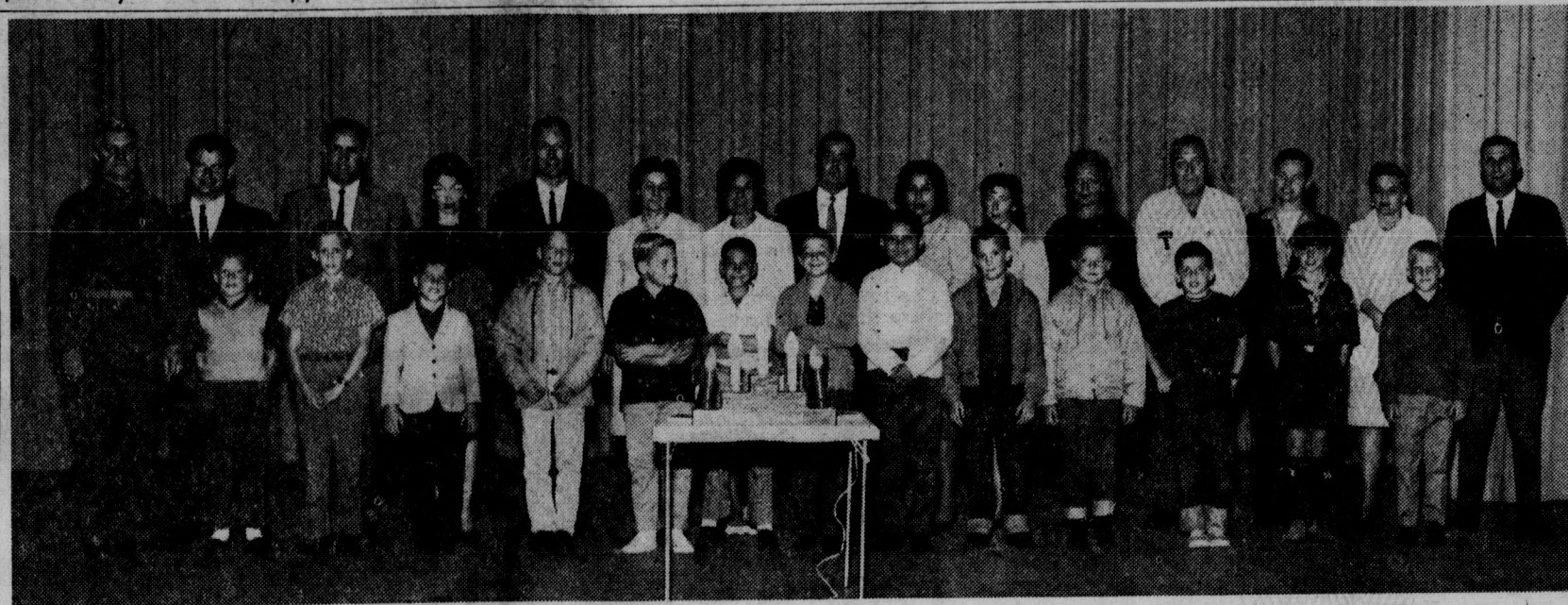
Sierra Madre News

Serving 28,747 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

\$5.00 Yearly — 10c Per Copy Phone 355-3324

Sierra Madre, California — Thursday, October 31, 1963

16 Pages — Vol. 56, No. 52



NEW CUB SCOUTS inducted into Pack 381, left to right, Tim Jones, Scott Hagele, Mark Houser, J. Paul Hendrix, Gregory Jorgenson, John Wertheim, Jonathan Konkler, Salvador Magallanes, Tim Peterson,

Kenneth Waits, Brian Engel, Marc Montgomery, and Charles Conley. Cubmaster Joseph A. Sielen and chairman Jack Overholt on extreme left and right.

Cub Scout Pack 381 Initiate 13 Cubs At Ceremony

Thirteen new Cubs were initiated into Pack 381 last week. An additional seven boys who were sick or unable to attend the formal induction ceremony, will have to wait until the next one takes place in January.

This being "Make Believe" month, all Cubs wore face masks of their own original creation. Each Den paraded in front of the stage while making its attendance report.

Achievement awards earned by the Cub Scouts were presented by Bob Talbott. A new medal was introduced which will be awarded to the Cub Scout of the month who will be selected at each monthly Pack meeting on the basis of neatness and complete uniform.

All open dens have been filled to capacity, the largest being Webelos Den, numbering 15 boys. New Den Mothers and assistants introduced to the Pack were Mrs. Shirley Jorgensen and Jewel Wertheim, Den 1; Irene Konkler, Den 2; Ann Montgomery, Den 3; Mildred Talbott, Den 5, and Helen Williams, Den 8.

Boy Scouts Frank Hartley, Billy Messerschmidt

Search For Queen of 75th Tournament Roses Proceeds

Search for the Queen of the 75th Tournament of Roses reached another phase yesterday as 345 Pasadena City College students appeared on the steps of the school's Harbeson Hall for photos and further judging.

The screening on the campus has been under the direction of Dr. Catherine Robbins, PCC president, and S. Luke Curtis, dean of student activities. Serving as judges both yesterday and at the sessions earlier in the week were faculty members, graduate students, PTA representatives and several Tournament committeemen.

Hilles M. Bedell, Tournament president, gave praise to the school for the fine manner in which the initial judging sessions were conducted, also expressing appreciation to all of those who assisted as judges.

Chairman A. Lewis Shingler and members of the queen and court committee will assume all queen selection duties from this point on, with the next meeting slated for the Huntington Sheraton Hotel on Thursday, Oct. 31.

Considerations in the judging include the qualities of charm, grace, poise and posture, as well as beauty. It also is considered essential to have a good speaking voice. All

WEATHER		
	High	Low
Oct. 23	79	58
Oct. 24	83	58
Oct. 25	81	60
Oct. 26	81	60
Oct. 27	89	64
Oct. 28	86	58
Oct. 29	81	58
Rainfall to date	1.02	
Last year to date	32	

Halloween Dance At VFW Home Saturday Night

Halloween Costume Dance will be held at the VFW Harry L. Embree Post, 40 E. Montecito, Saturday, Nov. 4, from 9 p.m. Refreshments will be served at midnight. Dance to Al Foxton's Dixie-land Band.

All members are invited to come and bring their guests. Admission is only \$1 per couple. Wear a costume and let us have some fun.

Speak Up Citizens . . .

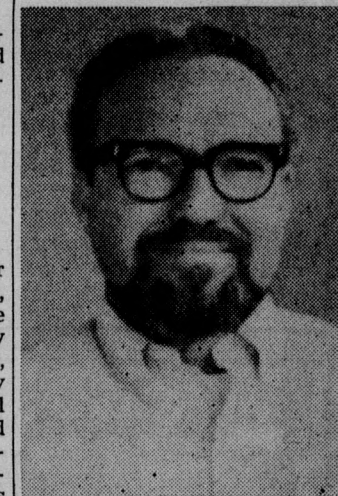
by Jody Beavers

Question: The Sierra Madre Public Library, that serves us so well, is continually making progress. What can we as individuals or as a community do to help?



Gert Morse
306 Mariposa

"I am very proud of our Public Library, and one way in which I think we can help them carry on a good job is to support the Library's projects and abide by the rules to care for the Library's property."



William R. Mackie
276 E. Grand View

"I am on my way to the Library now, and the best way I know to help is just that, allow yourself of the wonderful services they offer, and support the 'Friends of the Library'."



Edith Phillips
290 1/2 Mariposa

"The Public Library is appreciated very much, the young people of our community use it constantly. Use of the service they provide and support of the book sales and other projects will help keep our Library a place we all are proud of."

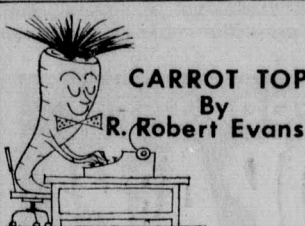
Friends of SM Library Present Dual Documentary

The Friends of the Sierra Madre Public Library, in conjunction with the Los Angeles County Museum Film circuit, will present a dual documentary selection for

November at the Community Nursery School on Monday, Nov. 11, at 7:30 p.m. This month's selection features "The Back of Beyond" and "The Golden Fish."

"The Back of Beyond" is an impression of life in inland Australia, in which the Birdsville Track is the stage and the people along it are the actors.

The Birdsville Track, over 300 miles long, is probably without parallel in terms of physical and mental isolation.



CARROT TOP
By R. Robert Evans

A recent news release received from Eureka, California, impressed me that the boys in Northern California are surely not on the ball, and the police sergeant of that community seemed perplexed. . . the news release from Fred Sonberg read:

—CT—
"Bad checks have been cashed in this area recently with such signatures as Ima Crook, I. Stuckyou and Uve Ben Hadd. Seems to me merchants are getting a little lax around here."

—CT—
Could be, Fred, still the Bank of America told us about a community that cashed several checks drawn on "The Bank of the Mississippi" . . . bet you would have a tough time getting checks like these by the Southern California merchants . . . I personally would be the last one on the list to scream about it if I was the one who had accepted one . . . maybe it just takes one to catch one.

—CT—
In a year and a half I have received only one bad check from a Richard Seaholm in payment of an account for the Sierra Club, but I bet he will come around some day and pick it up . . . but then again I am not subject to checks like the local merchants, so my chances of picking up one are few and far between. . . Anyway, boys, be on the alert, the holiday season is fast approaching, and the con artists will be operating with all and any new devices in an attempt to get "something for nothing."

—CT—
Two centuries ago Alexander Tyler, professor at the University of Edinburgh, made a statement that is more true today than it is ever been . . . the statement was:

"A Democracy cannot exist as a permanent form of government. It can only exist until the voters discover they can vote themselves largess out of the public treasury. From that moment on, the majority always votes for the candidate promising the most benefits from the public treasury, with the result that Democracy always collapses over a loose fiscal policy, always to be followed by a Dictator" . . . need we say more?

—CT—
While we are on the subject of money and spending . . . A foreign aid administrator, David Bell, recently said that the "purpose of the foreign aid program is to transfer wealth to other countries." . . . If there must be distribution of wealth, I say, let the Kennedys and Rockefeller's distribute theirs . . . my address is Post Office Box 37, Sierra Madre.

—CT—
I would like for the Bank of America . . . Rosemead and Foothill branch, also to take note of this address . . . last year we received a news release that Christmas checks totaling in the thousands and amounting to tens of thousands of dollars were being sent out.

I anxiously awaited each mail to receive mine. . . The day after Christmas, much

—Please turn to Page 14

Schedules Two Sunday Sermons

"Your Future Is Now" is the interesting sermon topic of Dr. Ethel Barnhart's Sunday morning service, Nov. 3, at both the 9 and 11 a.m. worship services of the Santa Anita Church of Religious Science, 226 W. Colorado Blvd., Arcadia. Into the hands of men has been given the power to mold the future, independently of the past, according to his wise or unwise use of his creative faculties each day. Dr. Barnhart will discuss simple effective ways to build a future of health and abundant living. Child care is provided at both services.

Junior Church with graded classes for children from pre-school through eighth grade is held at 9 a.m. every Sunday.

A Youth Activity conducted by Mr. and Mrs. Robert Spencer for high school and first year college students meets at 7:30 Sunday evenings.

Mrs. Anna Dozier resumes her Bible Study Class on Tuesday, Nov. 7, at 11 a.m. Her subject will be, "When All Seems Lost." We invite you to attend. Bring a sandwich and stay after the Bible class to help in the

service project. Every Tuesday evening at 8 o'clock Dr. Barnhart conducts a divine healing meeting which is open to the public.

For spiritual help day or night, call Hillcrest 7-6162.

Nov. Special Month Says Rev. Armin Hesse

Terming the month of November "Christian Stewardship Emphasis Month," at Faith Lutheran Church, 845 Hastings Ranch Drive, the Rev. Armin Hesse will speak next Sunday morning at 10:30 on the theme "The First Gift." The sermon will be the first of several associated with two chapters of the Bible which concern this subject.

Meeting at 9:15, the Sunday School classes will consider the Scriptural accounts of "The Fall of the Kingdom of Judah and the Captivity." Bible Classes for the Junior High, the Young Adults and Parent-Adults will also meet during this hour.

At 2 o'clock on Sunday afternoon, the Voting Assembly will meet in the parish hall for the annual election and budget meeting. President Philip Muschinske will conduct the meeting.

At 7 p.m. on Sunday evening, members of the congregation will participate in the Foothill Area Lutheran Reformation service, to be conducted in the Claremont Church, 233 W. Fifth St., in the city of Claremont. The speaker will be Dr. O. P. Kretzmann, president of Valparaiso University in Valparaiso, Indiana. Recognized as an outstanding educator and administrator, under his leadership the University has become the largest Lutheran University

Ascension Tidings

Special scheduling of Masses for All Saints' Day, tomorrow, Friday, Nov. 1, is announced by the Rev. Harley G. Smith, Jr., rector, Church of the Ascension.

All Saints' Day is a Holy Day of Obligation for all Episcopalians to hear Mass, and, if possible, to receive Holy Communion.

Masses will be said at 7 and 9 a.m. Sung Mass will begin at 6:30 p.m.

Masses for departed souls will be said Saturday, Nov. 2, All Souls' Day, at 7 and 9 a.m.

An important meeting for all adults of Ascension Parish will be held in the Parish House on Sunday, Nov. 3, at 4 p.m.

The meeting is of importance to all adults of the Parish who are concerned with the operating budget for 1964.

The American Church Union Station Day will be at Ascension Parish to continue the unbroken chain of prayer for the peace of the world, the end of civil strife, and the spread of Christ's Kingdom.

The Evening Study Group, under the direction of the Rev. James H. Miller, will begin its meetings in Advent, and will meet on the first and third Monday of each month.

This year the text will be The Christian Person, by Arthur A. Vogel. The cost of the book is \$3.50 and must be ordered through Fr. Miller before Nov. 17.

The course of study will be concerned with man and his relationship to God, and God's Created and Re-Created World.

Persons interested in attending the Evening Study Group are asked to contact Fr. Miller as soon as possible.

The Women of Ascension will hold their fall meeting on Tuesday, Nov. 5, at 1 p.m. as announced by president, Mrs. James Newman.

Election of officers for the coming year will comprise the main part of the business meeting.

Nominations for the officers of the coming year are as follows: for president, Mrs. James Felton; for vice president, Mrs. John Watkins; for secretary, Mrs. Richard Simmons, and for treasurer, Mrs. Al Foxton.

Following the elections, the Rev. Edward Crowther, chaplain USA, will report to the women on the Anglican Congress, held in Toronto this year. Fr. Crowther was a delegate to the Congress from the Diocese of Los Angeles.

A tea, honoring the guest speaker, and the past and newly elected officers will close the meeting.

In America.

The Sunday school staff of Faith Lutheran Church will meet next Wednesday evening at 7:30 p.m.

Bethany

Bethany Church of Sierra Madre launches their annual Stewardship and Enlargement month with a Rally Day in the Sunday school at 9:30 a.m. this coming Sunday, Nov. 3. At this time all of the former students and new prospects will be contacted with a special invitation to attend the activities of the day at that hour. Special awards will be given to every person who attends and who is responsible for bringing another person.

At the morning worship hour, Dr. Robert Schaper, pastor of the church, will speak on "What Is Stewardship?" This is the first in a series of four messages on the general theme, "Christ Makes the Difference," which is the Sunday school theme for the year. The first Sunday's emphasis is, "Christ Makes the Difference In My Life." The monthly Communion Service will be held at the 7 p.m. service with Pastor Schaper bringing the meditation.

As a special feature during the month of November, the Sunday School, under the direction of Superintendent, John Kershaw, is conducting a contest with Calvary Baptist Church of Mon-

rovia. The goal for Bethany is an increase of 25 per cent above the average attendance the first forty weeks of 1963. Each class has been given a goal to attain and all will make special effort to see that it is reached. A special award and recognition will be given at the end of the month to the department or class which had the best record.

Several Sunday school classes will be having fellowship socials on Friday, Nov. 1. These include the adult class called the Mariners, the sixth grade girls class and the junior high department. The latter will be a Halloween party held in a barn, the location of which is to be kept secret until that night.

The Women's Bible Study Fellowship begins its fourth week with an expected attendance of over 100 women. This outstanding Bible study group is held at 9:30 on Wednesday mornings and lasts for two hours. Any woman who is interested may find out more about the fellowship by calling HI. 6-1030. A free nursery is provided.

The activities of Bethany Church are open to anyone. You are cordially invited to attend the services at 11 a.m. and 7 p.m. on Sunday and Sunday school at 9:30 a.m.

Bethany Lutheran Sermon Sunday

Rev. Niels C. Carlson, pastor of Bethany Lutheran in East Pasadena, will preach the first of two stewardship sermons at the 11 o'clock worship service. The theme of the sermon this Sunday will be, "Exercise Positive Christian Virtues," based on the text from 1 Peter 4:7-11. Rev. Carlson will emphasize in his sermon that unfailing love is a distinctive and unfailing mark of the Christian as he deals with

others. Sunday afternoon, the congregation will be involved in an Every Member Visitation, in preparation for a Preaching, Teaching, Reaching Mission which will be conducted at Bethany Lutheran Dec. 1 thru 5.

Members of the Luther League will travel to Pomona on Sunday afternoon to attend the Foothill Conference Luther League Convention.

2—SIERRA MADRE NEWS Thursday, Oct. 31, 1963

FOR YOUR CONVENIENCE . . .
Television At
MIKE'S BARBER SHOP
Hear and See The News While
Using Our Services
Call For An Appointment
EL 5-9576 8 Till 6

MORTGAGE LOANS
INSURED SAVINGS



WILSHIRE FEDERAL SAVINGS
AND LOAN ASSOCIATION (HOME OFFICE . . . LOS ANGELES)
MYRTLE at COLORADO: EL.8-2516

BETHANY Evangelical LUTHERAN CHURCH

La Tierra and Vinedo on Sierra Madre Blvd. East Pasadena
Sunday School 9:30 A.M.
Worship Service 11:00 A.M.
Sermon: "Exercise Positive Christian Virtues"
NIELS C. CARLSEN, PASTOR (Nursery Provided)

FAITH LUTHERAN CHURCH

The Lutheran Church — Missouri Synod
9:15 — SUNDAY SCHOOL & BIBLE DEPARTMENTS.
Lesson: "The Captivity of Judah."
10:30 — CHURCH WORSHIP HOUR
Sermon: "The First Gift."
A CHRISTIAN WELCOME TO YOU!

BETHANY CHURCH

(INTERDENOMINATIONAL)
Baldwin at Montecito Robert N. Schaper, Pastor
9:30 a.m.—Sunday School (Rally Day)
11:00 a.m.—"What Is Stewardship?"
5:45 p.m.—Teacher Training Class
6:00 p.m.—Christian Endeavor
7:00 p.m.—Communion Service



Sierra Madre Congregational Church

"The Church of the Singing Tower"
Morning Worship: 9:30 and 11:00 A.M.
Church School: 9:30 A.M. Jr. & Sr. Hi: 7:00 P.M.
College Age: 8:00 P.M. Niners: 4:00 P.M.
"Slow Down"

First Church of Christ, Scientist

186 W. HIGHLAND AVE., SIERRA MADRE
Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20 . . . 9:30 A.M.
Wednesday Testimonial Meetings . . . 8:00 P.M.
"Are Sin, Disease, and Death Real?"
READING ROOM, 22 N. BALDWIN AVE.
Daily Except Sundays and Holidays . . . 12-5 P.M.
Saturday . . . 10-5 P.M.

Santa Anita Church of Religious Science

226 W. Colorado Blvd., Arcadia EL. 6-8206
DR. ETHEL BARNHART, Minister
Sunday, November 3 . . . 9 and 11 A.M.
"YOUR FUTURE IS NOW"
Mrs. Anna Dozier Bible Study Class, Nov. 7, 11 a.m.
"WHEN ALL SEEMS LOST"
Divine Healing Meeting . . . 8 P.M.

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Curate
SUNDAYS
7:30 a.m.—Low Mass
8:40 a.m.—MORNING PRAYER
9:00 a.m.—FAMILY EUCHARIST
9:30 a.m.—SUNDAY SCHOOL
10:30 a.m.—SUNG EUCHARIST & SERMON
Weekdays Holy Eucharist 7 a.m.
Also Wednesday and Friday 9 a.m.



CHILD BIRTH In the GOOD OLD DAYS

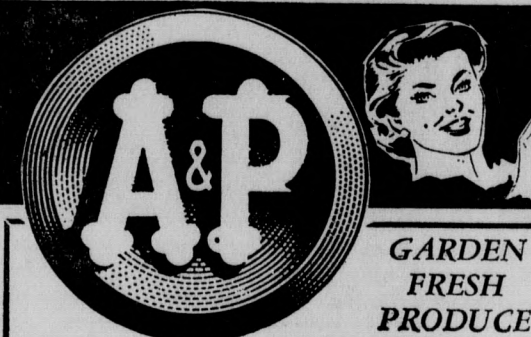
Few families would care to go back to "the good old days" of child-birth. Death of mothers was common place, often because doctors had no drugs adequate for fighting infection. In 1915 one of every 164 mothers died in childbirth, or from complications of her pregnancy.

Many of these mothers could have been saved by only a few dollars' worth of today's medicines. Now only one mother in 3,125 dies. Much of the credit for this improvement is due to the new prescription drugs. Their cost is surprisingly low. In fact, only 15 prescriptions in a thousand cost as much as \$10. The average one costs only \$3.26. No wonder we say: "Today's prescription is the biggest bargain in history."



Hartman

29 N. Baldwin EL. 5-3311



BANANAS
GOLDEN RIPE
Children Love 'em
10¢ lb

GRAPEFRUIT
ARIZONA Red or White
4 FOR **29¢**

TOMATOES
LARGE SLICING
2 lbs. **25¢**

Franks OSCAR MAYER All-Meat All-Beef 1-lb. Pkg. **49¢**
Bologna OSCAR MAYER All-Meat All-Beef 13-oz. Pkg. **59¢**
Halibut Steak FRESH FROZEN **59¢ lb**
Swordfish Steak FRESH FROZEN **69¢ lb**

IF YOU HAVE TO ECONOMIZE—DON'T TRIM YOUR FOOD LIST . . .
TRIM YOUR FOOD BILL...SHOP A&P!

U.S.D.A. CHOICE GRADE OVEN READY Large End
Rib Roast 69¢ lb.

U.S.D.A. CHOICE GRADE
ROUND STEAK 69¢ lb. CENTER CUT ANY THICKNESS

U.S.D.A. CHOICE GRADE
RUMP ROAST 69¢ lb. OVEN READY

BONELESS RUMP or WATERMELON CUT . . . 79¢

USDA CHOICE ROASTS	GRAIN FED	USDA CHOICE STEAKS	GRAIN FED
CENTER CUT 7-Bone Roast . . . 39¢		JUICY Rib Steaks . . . 79¢	
TASTY 0-Bone Roast . . . 49¢		TASTY Char SIRLOIN TIP or TOP ROUND 89¢	
BONELESS Chuck Roast . . . 69¢		TENDER T-Bone Steak . . . 1.05 lb.	
BONELESS Stewing Beef . . . 69¢		JUICY PORTERHOUSE . . . 1.09 lb.	
BONELESS Clod Roast . . . 79¢		BONELESS Top Sirloin . . . 1.35 lb.	

A&P's Ground Meats
Ground Beef . . . **39¢**
Ground Chuck . . . **59¢**
Ground Round . . . **69¢**
Spencer Steak . . . **1.69 lb.**
N.Y. Cut Steak . . . **1.89 lb.**
Filet Mignon . . . **1.98 lb.**

Chili Con Carne GEBHARDT 2-lb. 8-oz. Can **59¢**
W/BEANS 7c OFF

BABY FOOD HEINZ 3 4 1/2-oz. Jars **29¢**
Strained

MAYONNAISE ANN PAGE 1/2-gal. Jar **99¢**

STUFFED OLIVES SULTANA 10 1/2-oz. Jar **59¢**
SMALL

C&H SUGAR POWDERED or BROWN 1-lb. Pkg. **15¢**

Sunnybrook Large "AA" EGGS
doz. **39¢**

3c OFF—NORTHERN TOILET TISSUE*
4 Roll Pkg. **29¢**

SUPER-RIGHT CORNED BEEF
12-oz. Can **39¢**

POST TOASTIES CEREAL
12-oz. Pkg. **25¢**

DOLE PINEAPPLE
CRUSHED, TIDBITS CHUNKS or SLICED
3 1-lb. 4-oz. Cans **\$1.00**

STIDD'S Beef or Chicken BROTH
10-oz. Can **10¢**

LANGENDORF Cup Cakes
Assd. 4-oz. Size **13¢**

Oh Boy Pizza
Junior 2 2 1/2-oz. Size **25¢**
Family Cheese 1-lb. Size **89¢**

STRIPES Toothpaste*
7c OFF Giant Size Regular Size **46¢**

FESTIVAL Plasticware*
Assd. Items EACH **77¢**

MINUTE MAID FROZEN Orange Delight 6-oz. Can **19¢**
3c OFF NORTHERN Paper Towels* 125-ct. Roll **26¢**
M&B Inst. Coffee 8-oz. Jar **95¢**
ZEE 75-CT. PKG. Sandwich Bags* 2 Pkg. **29¢**

A&P'S OWN WINSTON CLUB LIQUOR*
VODKA Fifth **2.99**
BLENDED WHISKEY Fifth **3.29**
QUART SIZE . . . 4.15

FRISKIES WITH GRAVY Horse Meat 2 15-oz. Cans **45¢**
BORDEN NEUFCHATEL Cheese 8-oz. Size **33¢**
M&B Coffee 1-lb. Can **67¢**
FLEISHMANN'S Margarine 1-lb. Pkg. **37¢**

Fab Detergent* 10c OFF DEAL Giant Pkg. **69¢**

Ajax Cleanser* 3c OFF DEAL 2 1-lb. 5-oz. Cans **43¢**

Prices Effective Thurs., Fri., Sat. & Sun., Oct. 31, Nov. 1, 2 & 3
HASTINGS RANCH SHOPPING CENTER
3745 Foothill Pasadena

*Tangible items subject to tax—Open Sunday

SALE!
A&P CUSTOM-GROUND COFFEE!

MILD AND MELLOW
EIGHT O'CLOCK 3-LB. BAG **49¢ \$1.41**

RICH AND FULL-BODIED
RED CIRCLE 3-LB. BAG **53¢ \$1.53**

VIGOROUS AND WINNY
BOKAR 3-LB. BAG **55¢ \$1.59**

ENJOY COFFEE MILL FLAVOR
FRESH-GROUND FLAVOR YOU CAN'T GET IN A CAN

Ajax Liquid* 15-oz. Size **41¢**

A&P Super Markets
THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.
AMERICA'S DEPENDABLE FOOD MERCHANT SINCE 1859
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PS — Prices will shock you but pleasantly!

Dresses — sportswear, too.

In Sierra Madre "Ask Trudie"

Past Presidents Of Legion Aux. Hold Gathering

A group of past presidents of the American Legion Auxiliary, Unit No. 297, joined other past presidents of the 18th District for a 6:30 pot-luck supper and Halloween costume party on Tuesday evening at the Monrovia Legion club house.

Mrs. Effie Pratt will be hostess to the Unit for its next meeting, on Nov. 14 at 8 o'clock at 225 N. Lima St. On account of Thanksgiving day, Thursday, Nov. 23, this will be the only meeting held during the month.

Members were happy to welcome Orelia Henderson on her return from a six-week visit in Santa Fe, N.M., and sorry to lose member, Anne Block, who left Friday morning for her winter home near Buckeye, Ariz.

Nursery School Parents To Hear Dr. Gordon Speak

Dr. Thomas Gordon, Pasadena psychologist, author, and founder of a pioneering new program, Parent Effectiveness Training (PET), will speak to the parents of children of the Hastings Ranch Nursery School at 8 p.m., Wednesday, Nov. 6, at the school. The topic is "Problem-solving Skills: Key to Parent Effectiveness."

Dr. Gordon also will describe his unique training program, PET, which is attracting the attention of parents throughout the San Gabriel Valley. Started in Pasadena just two years ago and in Whittier this year, PET is Dr. Gordon's answer to society's growing problems of juvenile delinquency, adolescent rebellion and emotionally disturbed children. The course is based upon his experience as a practicing therapist for children and adults and his research and teaching experience when he was on the faculty of the University of Chicago.

Stressing the preventive approach of "Training Before Trouble," PET teaches parents a new method called "Group-Centered Problem-Solving," which Dr. Gordon claims almost eliminates the need for punishment, yet avoids the pitfalls of "permissiveness." The course also trains parents in specific techniques that remove barriers to communication between parent and child. Parents practice these new methods at home as well as in the class.

Dr. Gordon's ultimate goal is to make PET available in many communities in Southern California. "There has been almost no place parents could go to get competent training for the most important job of their lives," Dr. Gordon says, "and it is high time we stop blaming parents and start giving them constructive help."

Social and Club Activities

Fashion Show To Benefit Three Organizations

The coffers of Trinity Guild of Trinity Presbyterian Church, Goodwill Industries and the Sierra Madre Woman's Club all will be enriched by proceeds from the Goodwill Fashion Show Tea at the Woman's clubhouse at 1 o'clock on Thursday, Nov. 7.

A fashion show of "Clothes That Money Can't Buy" is presented by Goodwill Industries from their prized collection of Fashions of Yesterday dating from 1854 to 1912—from hoopskirts to hobbles, from bathing suits of the 90's to bustles!

Chairman of the affair, Mrs. Clifford Faust, and Guild president, Mrs. Rocky Scharer, have announced that the following Guild members will model these rare and exclusive fashions: Messrs. Robert Campbell, Donald Ostrander, Wayne Miller, Robert Lamm, Jeremy Garland, Donald Bidener, Ernest Mandez, Warren Bray, Rocky Scharer and Joseph Smith.

Also Mrs. Ruth Alexander, Mrs. Mabel Well, Mrs. Betty Donahue and Messrs. William Preston, Roland White, William Pursley, Jarrett Brunson, Donovan Davis, Gordon Bosworth, Charles Haver, LeRoy Thomson, John Sunda, Wesley Williamson and J. Howard Stoner.

Mrs. Robert Espe will be pianist and Mrs. Paul Nurches soloist, while commentator is Mrs. Schultz of Goodwill.

An elegant tea, to be served following the Fashion Show, is being prepared by Mrs. Anthony Trevisano and her aides. Door prize chairman is Mrs. Rocky Scharer and Mrs. Frank A. Horak, who announces that tickets are still available, is ticket chairman.

Harvest Hoe-down Holds Fun And Surprises

Harvest Hoe-down Time is finally at hand at Field School on Saturday, Nov. 2, 10 a.m. to 3 p.m., a day filled with fun and surprises. One surprise will be the fabulous prizes which will be given out at a special prize booth with tickets won at the various game booths.

Another surprise is the magic show which Bob Mason has ready to go at 11 a.m. and 1 p.m.

Rides are still another surprise. And, of course, there'll be the cakewalk, the lollipop throw, the win-a-fish game, hot dogs, cotton candy, home-made candy—so plan to have lunch with us.

The traditional parade begins at 8:30 a.m. on the school grounds, so all the little farmers and farmerettes who participate will receive a ticket toward a beautiful prize.

Members of the Field PTA have worked especially hard this year to put on a carnival that's bound to be the best yet.

Country Cousins Of Casa Colina Plan Social Event

Country Cousins of Casa Colina are looking forward to an evening of fun when they, their husbands and guests meet tomorrow evening (Nov. 1) at El Poche Restaurant in San Gabriel, according to Mrs. Tulley E. Warren, the group's president.

This social event is not a fund-raising affair. It has been arranged by Mrs. W. Peyton Harriman and is slated to begin with a cocktail party at 6:30. Dancing will follow dinner.

Country Cousins concentrate their fund-raising efforts each year on a gala fashion luncheon at the Huntington-Sheraton Hotel, Pasadena. Their fifth annual show, with Mrs. Warren C. Smith as chairman, is scheduled for Feb. 11, 1964, and again will feature Don Loper.

Early reservations for "A Night at El Poche" have been received from Messrs. and Mmes. John W. Bernard, Glennon B. Bolde-mann, Edward L. Butterworth, Paul W. Case, William W. Cline, Thomas W. Harris, Kendall E. Jones, Charles C. Lyon, Ted W. McKee, Richard C. Osborn, Emery J. Ross, Jack T. Ryburn, Warren C. Smith, Tulley E. Warren, Howard Garrison, W. Peyton Harriman, H. M. O'Haver and Mrs. Miller Sullivan.

World Community Day Announced

United Church Women of Pasadena and Altadena are announcing the World Community Day meeting to be held on Nov. 1, at 10 a.m. in the Messiah Lutheran Church, 570 E. Orange Grove Blvd., Pasadena.

Mr. C. M. Nelson, president of the Pasadena Chapter of the American Association of the United Nations is the speaker. His subject is "The United Nations and Communism."

SM Civic Club Initiates New Members

The Sierra Madre Civic Club welcomed 13 new members into their organization at the annual initiation dinner held on Oct. 24.

Mrs. Richard Barden, initiating officer for the year 1963-64, welcomed the new members, Mrs. Richard Armstrong, Mrs. George Carpenter, Mrs. Robert Davis, Mrs. Melvin Fuller, Mrs. George Haynes, Mrs. Harry Jackson, Mrs. Richard Jones, Mrs. Bert Krastman, Mrs. Martha Murray, Mrs. Samuel Rowland, Mrs. Douglas Schwerma and Mrs. Carl Westerberg. Mrs. Bob Gokla was unable to attend the dinner.

A Halloween motif pervaded with table decorations of autumn flowers, pumpkins, and gourds. Arrangements for the evening were made by membership chairman, Mrs. Gaynard Hansen and her committee, Mrs. James Bennett, Mrs. Keith Mankin and Mrs. Gary Rhodus. All members participated in the entertainment, a "Sing Along with Charlene" featuring Mrs. Keith (Charlene) Mankin at the piano.

The Civic Club is a philanthropic organization and membership is open at any time during the year to women interested in betterment of the community and participation in projects to finance the chosen philanthropies for the year.

Historical Society Digs Up Past Sat. Afternoon

"Digging Up the Past of an Old Rancho," illustrated with slides and artifacts, is the subject which will be presented by Mrs. Maida Boyle on Saturday, Nov. 2, at 2:30 p.m. in the Council Chamber of the City Hall, 58 W. Sierra Madre Blvd., under the auspices of the Sierra Madre Historical Society.

Mrs. Boyle is curator at the Arboretum Historical Center in Arcadia. She has been lecturing in the fields of history and anthropology for some years. Mrs. Boyle has held positions at the San Diego, Santa Barbara and Southwest Museums.

The Sierra Madre Historical Society was established in 1941, just 50 years after the town was founded. Two meetings are held annually: a fall business meeting and a spring dinner meeting at the Sierra Madre Woman's Club. Speakers of note appear on each occasion.

The Society aids in preserving places of historic interest, such as the marker at the foot of the Mt. Wilson trail. It presents funds to the Sierra Madre Library for the purchase of books of historical interest, in memory of local early settlers. The Society arranged a tour of local homes built before 1900 last spring. It preserves books, pictures and artifacts, such as the bell from the early schoolhouse.

Membership in the organization is open to anyone interested by attending any meeting. Anyone is invited to this meeting.

Arcadia Junior Women's Club Rummage Sale

The Arcadia Junior Women's Club, Verdugo Metropolitan District, CFWC, Junior Membership, is staging its annual rummage sale Saturday, Nov. 2, at the Arcadia Woman's Clubhouse, 324 S. First Ave., Arcadia. The doors will open at 9 a.m. and will close at 3 p.m., so come one, come all. Come early to enjoy the bargains that the Juniors have been accumulating for months for this one-day sale. All proceeds will go towards the club's philanthropic projects.

Guild Announces Plans For Holiday Bazaar

Mrs. John Gendron, president of St. Rita's Guild, announces that the regular monthly meeting of the group has been changed from next Tuesday, Nov. 5, to Thursday, Nov. 7. The meeting will be a luncheon meeting, beginning at 11:45 a.m., in the school hall, 320 N. Baldwin Ave., Sierra Madre.

Plans for the annual Holiday Bazaar, regularly held at the December meeting, will be announced and furthered by Mrs. John Heck, ways and means chairman. Program chairman, Mrs. Harry Meskell, promises that many interesting and festive decorating ideas for the coming holiday season will be demonstrated by the speaker of the afternoon. Unusual package ideas, floral centerpiece and other holiday decorations will be presented.

Mothers of the seventh grade pupils will prepare and serve the luncheon under the direction of Mmes. Alwin Winnen, John Burke, Kenneth Crawford, and Frank Kromka. These ladies will be assisted by Mmes. Joseph Jenkins, John Engler, Edward Quirk, Wayne Glausser, Ralph Bartolme, John Nuccio, William Mackie, Brian McGoldrick, Frank Halterman, Edwin Cavanaugh, Stanley Yelich, William Casso, Jack Etter, Richard Steele and Manuel Valencia.

Women's Council Assumption BVM Meet Tuesday

The Women's Council of the Assumption of the Blessed Virgin Mary Church will hold its regular monthly meeting on Tuesday, Nov. 5, in the Parish Hall at 8 p.m.

Mrs. Richard G. Hahn, program chairman, will introduce Mrs. Mary Dorr, dramatist, who will give a dramatic book review.

Hostesses for the evening will be Mmes. C. E. Dickenson, F. L. Fruecht, A. B. Young, J. D. Yuhas, R. A. Werkmeister and W. F. Her-ring.

Mrs. J. A. Conway, president, invites all the ladies of the parish to attend.

Attend the Church This Sunday of Your Choice

UROC To Hold Dinner

The Sierra Madre unit of United Republicans of California, will hold a "Get Acquainted" dinner meeting at the Sierra Mesa School on Tuesday, Nov. 5, at 6 p.m.

Speaking on Conservative Activism in politics will be Page Harrington, of Harrington Advertising Agency of Los Angeles.

Tickets are available from any member of United Republicans or by calling EL 5-1571.

Celebrates With Open House

Fifty years have passed since the Episcopal Church Home for Children sheltered its first young charges and undertook to help them learn to adjust to life.

Monday the home will celebrate its 50th anniversary with an open house from 11 a.m. to 4 p.m. at the home, at 940 Ave. 64, where Sierra Madreans and others throughout the Los Angeles area will view improvements recently made at the home.

Presiding over the festivities will be Sierra Madre's Mrs. Edward Lammers, who is president of the Women's Council, which planned the event.

Buffet luncheon will be served from 11:30 a.m. to 1:30 p.m., and after a memorial service at 2 p.m., tea will be served by the women of All Saints of Beverly Hills.

Among improvements at the home are a new cottage for junior boys, a swimming pool and remodeling of the administration building, new first aid, and social workers' facilities.

Exhibit

A unique photographic exhibit will go on public display in the lobby of Wilshire Federal Savings and Loan Association, Myrtle at Colorado, Monrovia, starting Friday, Nov. 1, and continuing through Nov. 15.

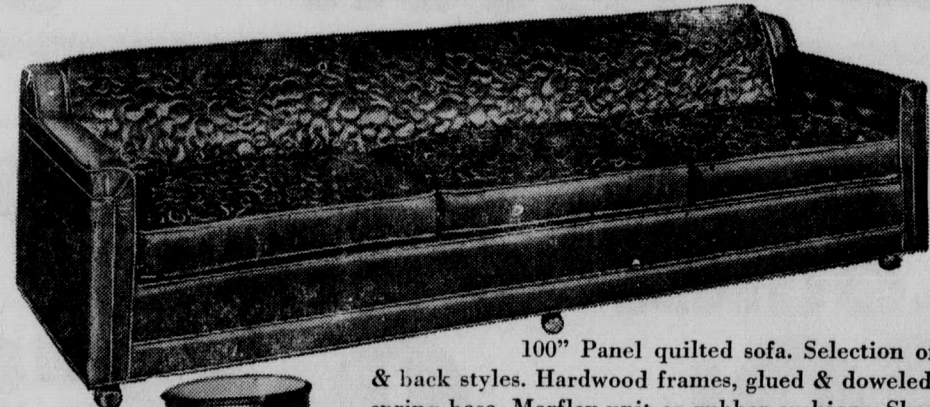
Mr. William Gibbs, manager of Wilshire Federal Savings Monrovia office, has announced that the exhibit is free to the public from 9 a.m. to 4 p.m., Monday through Thursday and until 6 p.m., on Friday.

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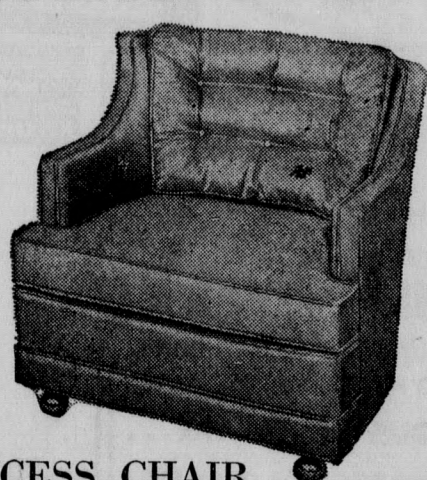


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Reg. \$168.00
OUR PRICE ONLY \$98.00



17 1/2 FT. SECTIONAL

Hardwood frame. Eight way hand tied springs. Rubber cushions, Shepherd casters. Reg. price \$995.00.
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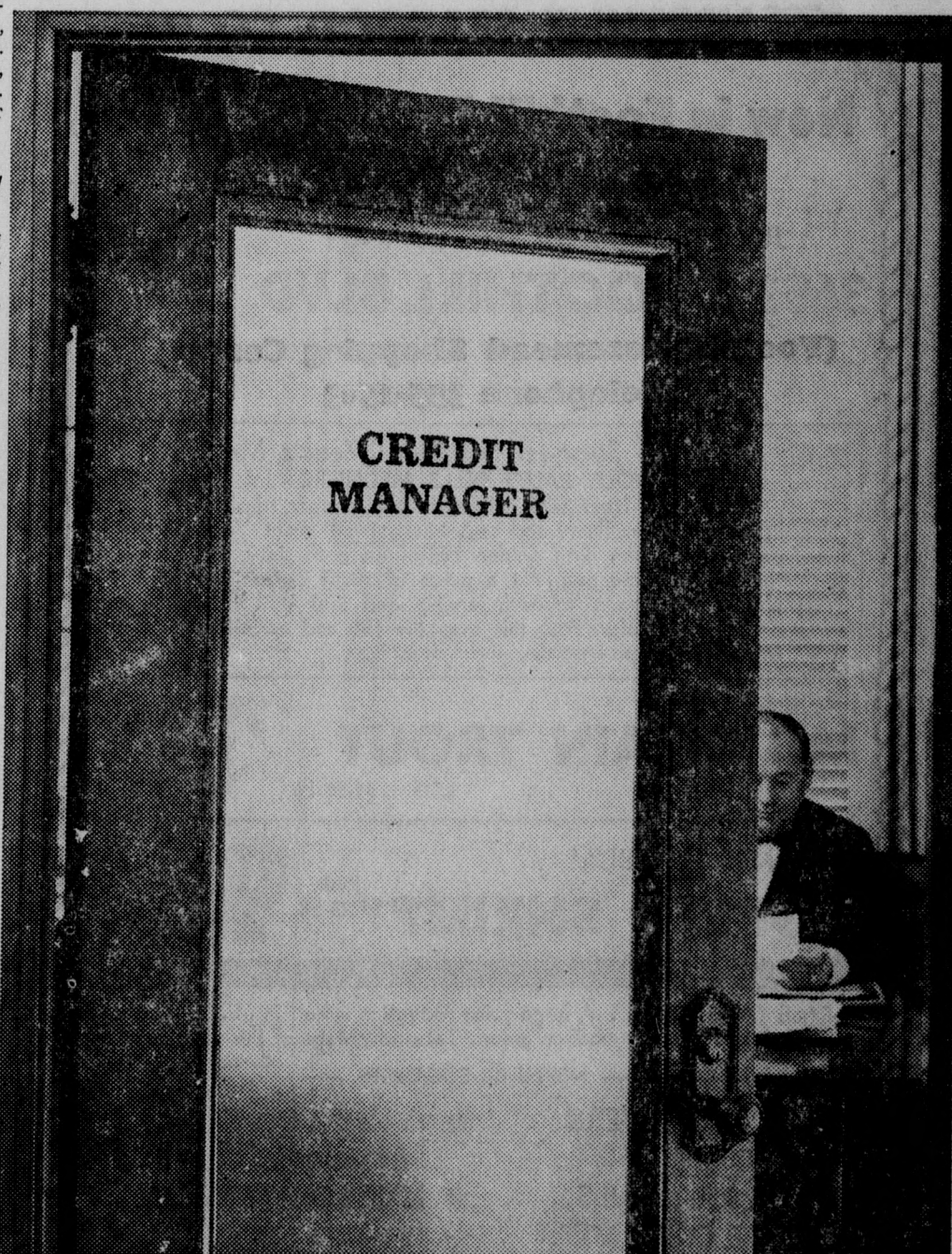
PET SOFA
For the PET that deserves the best.
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buying a car, building a home, starting a business or opening a charge account at the corner store. One of the best ways to get a bank reference is to have a savings account. Why not open one today?

BANK OF AMERICA

SPORTS

AS
Hank Ives
SEES IT



BASEBALL FROM TIME TO TIME

My neighbor, Anne Rogers, mentioned the other day that she would not bother to read any more of my columns for a while since she did not like football and was strictly a baseball fan.

Now Old Hankus has seen the light. Since all nine members of the Hankus McBagpipe fan club are female-type women, he must straighten up, fly right, and toss in enough baseballs among the pigskins to keep 'em interested.

THE DODGERS would be in good shape if the proposed trade of Wally Moon to Milwaukee for Bob Shaw comes about. The Brave right-hander had his troubles with the balk rule and occupied Bobby Bragan's doghouse for a considerable length of time. However, he is a fine hurler and would solidify the L.A. mound staff that is already the best in the game.

LEE WALLS and MOOSE SKOWRON will wear Angel spangles next season if Autry and Company are interested in a buck. Both men were extremely popular with the Dodgers even though suffering sub-par seasons. They could become immediate Angel favorites and lend some right-handed hitting power to the Rigney-men.

HOW AM I DOING ANNE?

FELIPE ALOU, hard-hitting Giant outfielder is on the trading block, because of the presence and potential of his brothers, Matty and Jesus. They all play the same position, outfield, and are all on the Giant roster.

WILL YOGI BERRA have the same immediate success as a field manager as Alvin Dark, or would he profit more from a gradual schooling process in the minors? With anyone but the Yanks, he would be better off preparing himself in the "tullies."

CLEVELAND'S Pro football team were called the Browns when Paul Brown

was head coach. Will they switch to the Cleveland Colliers now that Blanton Collier is in charge?

BETCHA the L.A. Blade announcer wasn't at all happy when they obtained Gordon Veprava in an off-season trade.

OLD HANKUS turned in a 15-5 week in the predicting department giving him a season's total of 80-5-35. He hit the Georgia three-point victory over Kentucky right on the button.

GUESSES AND GASSERS PIERCE to whip Pasadena but it might not be by much. Comparative score with Harbor would indicate a rout for the Brahams, but Lancers might bounce back from 49-0 shellacking to turn in a good effort.

PASADENA HIGH to whip Arcadia, make it 27-7. Bulldogs handled Hoover with ease, yet Canines were ripe for an upset. This is a darned good team in case anyone should ask.

MUIR to rip Burtoughs. Flashy Mustangs are romping through Foothill opponents in preparation for back-to-back tilts with Glendale and PHS.

U.S.C. over Washington by two touchdowns. Trojan machine is rolling in high gear and even a rugged Huskie eleven will have trouble stopping the momentum. Imagine the top three teams in the Big-10 just now are Michigan State, Ohio State and Illinois. Trojans whipped two of them and Illinois had trouble beating a poor UCLA eleven. Should make for a pleasant New Year's Day for Coast fans.

U.C.L.A. by one touchdown over California.

AIR FORCE ACADEMY to eke out three-pointer over Army in the first battle between the two military elevens.

AUBURN to nudge Florida in a Southern close one.

BAYLOR over T.C.U. in a high-scoring Southwest battle.

GEORGIA TECH 10, Duke 7 with wreck having hometown advantage.

PURDUE 17, Illinois 14

Shakespeare Club
Department
Activities

The American Home department will hold its meeting at 10 a.m. Wednesday, Nov. 6, in Stratford House. Luncheon will be served at 12 noon, followed by bridge.

Reservations may be made with Mrs. Jarvis L. Cox, SYcamore 9-6588, or Mrs. Robert G. Cushman, ELgin 5-2557.

Mrs. George Lippincott Jr., director.

The Garden department will present Holiday with Flowers, courtesy of Smithers-Oasis film department, at its first meeting Friday, Nov. 8, at 2 p.m. in Stratford House. A half-hour sound and color film will give instructions for making unusual and beautiful Christmas flower decorations.

Tea will be served by Mrs. Fredrick M. Dickey, director.

Afternoon Classes
In Dog Training

The Santa Anita Dog Training Group will be starting its first afternoon dog training class of the winter season on Saturday, Nov. 2, at 12 noon. There also will be an evening course starting on Wednesday, Nov. 6, at 7 o'clock. These classes are not just for the problem dog as any dog deserves an education—modern living requires it and the good-will of neighbors demands it. Any dog five months or older may be enrolled.

For further information, please call Hillcrest 6-8858 or Elliott 9-1431.

and this might put the Boilermakers right in the Rose Bowl picture.

IOWA by field goal over Ohio State.

L.S.U. by one TD over Mississippi in battle of the big boys.

WISCONSIN to whip Mich. State, but how did Badgers ever lose to Ohio State.

NEBRASKA by a TD over Missouri, in a real ding-doozie.

NOTRE DAME to upset Navy, OREGON STATE to down improving Stanford, SYRACUSE over Pittsburgh in a real toughie, TEXAS to hop Southern Methodist, the CHARGERS over New York Jets and Van Brocklin's Viking playmates to put the skids to the Ram winning streak with a 31-28 victory.

VOTE FOR THE RALPHS EMPLOYEE WHO
SYMBOLIZES YOUR IDEALS OF SERVICE... EFFICIENCY
AND COURTESY... THRU NOV. 2... ALL RALPHS STORES



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STEAK SALE!

U.S.D.A. GRADED CHOICE ONLY!

T-BONE \$1.05
OR CLUB NO TAILS LB.
SAVE TO 50¢ A LB!

CENTER CUT
ROUND STEAK 69¢ LB.
SAVE 40¢ A LB!

ALL TAIL REMOVED
PORTERHOUSE \$1.15 LB.
BONELESS
TOP SIRLOIN \$1.39 LB.
BONELESS INDIVIDUAL SIZE
BREAKFAST OR BUTTER STEAKS 98¢ LB.

4 FISHERMEN FROZEN
EASTERN SCALLOPS 49¢
4 FISHERMEN FROZEN BREADED & COOKED
FISH STICKS 14-OZ. PKG. 59¢
CENTER CUT
CHINOOK SALMON 98¢ STEAKS

DAWN FRESH
MUSHROOM SAUCE
5¢ SAVE 5¢ A CAN

OVEN READY
RUMP ROAST 69¢ LB.
WATERMELON CUT RUMP ROAST 79¢

OCOMA BRAND BONELESS New Item!
TURKEY ROAST 98¢ LB.
DELICIOUS TRY ONE!

RATH BLACK HAWK SMOKED BUTTS
DAINTEES 69¢ LB.
RATH BLACK HAWK 10-OZ. PKG.
SMOKIES 49¢
RATH BLACK HAWK 1-LB. PKG.
BACON 59¢

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JUST NORTH OF SEE'S CANDY

3653 E. FOOTHILL BLVD.

(Foothill-Rosemead Shopping Center)

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May We Suggest For This Week's Menu

TROUT SAUTE BELLE MEUNIERE

Season 6 trout with salt and little pepper, dip them in milk, then in flour, and saute in hot oil about 1/4 inch deep in the pan until golden brown on both sides. Drain the oil from the pan. Put a piece of sweet butter in the pan, 1 tablespoon for each serving, and cook until it turns a nut-brown color. Pour this over the fish and sprinkle the top with chopped parsley and lemon juice.

FRESH IDAHO MOUNTAIN TROUT \$1.19 lb.
REG. \$1.59 LB.

FANCY MEDIUM GREEN SHRIMP \$1.25 LB. 95¢ lb.

PLEASE TAKE NOTE... A large price reduction is now in effect on all our cooked shrimp plus our medium green. Take advantage of this offer now!

NEPTUNE SUGGESTS

- ★ STEWING & FRYING OYSTERS
- ★ SMOKED FISH
- ★ LOBSTER TAILS
- ★ KING CRAB MEAT
- ★ COOKED SHRIMP (Small, Med. & Lge.)
- ★ KING CRAB MEAT LEGS
- ★ Peeled & Deveined (Uncooked) SHRIMP
- ★ FRESH LOCAL LOBSTER
- ★ FINNAN HADDIE
- ★ EASTERN CLAM MEAT
- ★ FRYING SHRIMP
- ★ JUMBO 16-OZ. LOBSTER TAILS

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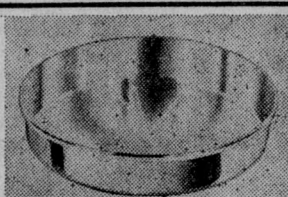
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VOTE THIS WEEK!

BEFORE STORE-CLOSING TIME, SATURDAY,
NOVEMBER 2... TO HELP CHOOSE RALPHS

MOST COURTEOUS EMPLOYEE...

COURTESY CROWN WINNER GETS A ONE WEEK, EXPENSE-PAID VACATION FOR 2... AT FULL SALARY... IN MEXICO CITY AND JAMAICA, WITH ADDED PRIZES OF A LOUIS ROTH SUIT (FOR A MAN) AND A FORMAL OR COCKTAIL DRESS, FROM THE EXCLUSIVE LORRAINE SUTHERLAND SHOP IN ALHAMBRA, (FOR A WOMAN) PLUS CASH!

HELP YOUR FAVORITE RALPHS
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GOOD FOR ONE 8 IN. ROUND

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10" OPEN FRY PAN ONLY 3.59

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ALL BEEF BOLOGNA

14-OZ. PKG. 49¢
SAVE 20¢

RALPHS SLICED PROCESS AMERICAN, SWISS OR PIMENTO CHEESE 8-OZ. PKG. 29¢
SAVE 6¢

BORDEN'S EAGLE BRAND NEUFCHATEL CHEESE 8-OZ. PKG. 29¢
SAVE 4¢

DUBUQUE

CANNED HAM

9 LB. CAN \$5.98
SAVE \$1.01

FARMER JOHN POLISH SAUSAGE 10-OZ. PKG. 69¢
SAVE 10¢ A LB.



CHUBBY DOG FOOD

15-OZ. CAN 5¢
SAVE 3¢ A CAN

FRISKIES WITH GRAVY HORSE MEAT FOR DOGS 15-OZ. CANS 51¢
SHO CURL REGULAR OR HARD TO HOLD HAIR SPRAY 15-OZ. CAN 79¢
SAVE 23¢

HEAD & SHOULDERS SHAMPOO 1.7-OZ. 69¢
LARGE TUBE 2.7-OZ. \$1.00
MEDIUM JAR 2.4-OZ. 89¢
LARGE JAR 8-OZ. \$1.75

TOILET TISSUE

12 ROLLS \$1.00
(THREE 4-ROLL PACKS)

Save MORE... More WAYS at Ralphs

Reigns at Ralphs



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EMPLOYEE WIN!
VALUABLE PRIZES

THE BEST VALUES



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• Manager Specials • Blue Chip Stamps

Ralphs



HUNT'S

TOMATO
SAUCE

14 8-OZ. CANS \$1.00
SAVE 36¢

"TRICK OR TREAT SPECIAL"

CIRCUS
PEANUTS

SAVE 10¢ 15-OZ. CAN 59¢

STOKELY'S GOLDEN
CREAM STYLE
CORN

SAVE 7¢ 2 1-LB. CANS 35¢

CAMPANIA KHI-RADIO SPECIAL
TOMATO PASTE

2 6-OZ. CANS 27¢

REALMON BOTTLED
LEMON JUICE

KHI-RADIO SPECIAL 24-OZ. 55¢

PACIFIC HONEY TREAT
GRAHAM CRACKERS

1-LB. PKG. 35¢

ALL STAR CUT

GREEN
BEANS

2 15 1/2-OZ. CANS 25¢
SAVE 8¢

EVAPORATED
CARNATION
MILK

SAVE AT THIS LOW PRICE! 2 TALL CANS 27¢

KERN'S
STRAWBERRY
PRESERVES

SAVE 10¢ 30-OZ. JAR 39¢

FOLGER'S COFFEE

SAVE 6¢ 1-LB. CAN 59¢ SAVE 12¢ 2-LB. CAN \$1.17 SAVE 16¢ 3-LB. CAN \$1.69

SUNSHINE KRISPY NEW THIN STYLE
SALTINE CRACKERS

SAVE 4¢ 1-LB. PKG. 29¢

ALL STAR

CLING
PEACHES

HALVES OR SLICED 1-LB. 15-OZ. CAN 19¢
SAVE 6¢

BERNSTEIN'S FRENCH
CHATEAU
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QUICK OR OLD FASHIONED 10-OZ. 19¢
SAVE 14¢

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BETTY CROCKER REGULAR
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18 1/2-OZ. PKG. 37¢
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SAVE 10¢ 10-OZ. JAR \$1.29

RAHP'S PLAIN & POWDERED
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RAHP'S PLAIN & MARBLED
POUND CAKE WHOLE 45¢ HALF 25¢

RAHP'S
EGG SESAME BREAD 15-OZ. LOAF 29¢

IN SHELL

NUTS

Trick or Treat Special!

39¢ LB.

EXTRA LARGE PECANS, JUMBO
FILBERTS, JUMBO HARTLEY WALNUTS,
LARGE ALMONDS, EXTRA FANCY MIXED
NUTS, OR LARGE BRAZILS

YOUR CHOICE!

RED EMPEROR
GRAPES

10¢ LB.

FRESH BULK
MUSHROOMS

1/2 LB 39¢

ONLY 55 MORE DAYS 'TIL
Christmas
OUR CHRISTMAS



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ARE IN...
GILBERT
TOYS

ERECTOR—AMERICAN FLYER—
SCIENCE TOYS—AUTORAMA...

A "BLUE-BOOK" OF THE
WORLD'S FINEST TOYS
AWAIT YOUR SELECTION
ON

WONDERFUL "LAY AWAY" PLAN

CHOOSE WHILE STOCKS ARE COMPLETE...
PAY A LITTLE DOWN AND A LITTLE EACH WEEK...

MAKE SURE YOUR CHILD HAS A
HAPPY CHRISTMAS!

RALPHS SUPERB

CATERING
ICE CREAM

ROCKY ROAD
CHOCOLATE CHIP
BLACK WALNUT

ROYAL
CHOCOLATE
VANILLA
STRAWBERRY
OR
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1/2 GAL. 69¢
SAVE 10¢

In Zip! Flip! Dip!
Cartons

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49¢ SAVE 16¢

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MINUTE MAID
ORANGE
DELIGHT

6 FROZEN 6-OZ. CANS \$1.00
SAVE 17¢

ADD TAX TO TAXABLE ITEMS PRICES EFFECTIVE
THURS. THRU SUN. OCT. 31, NOV. 1, 2 & 3

THE MOST OF THE BEST FOR THE LEAST

Save MORE...More WAYS at Ralphs

Your...
Community
...Hospital

Before you read this article, reread last week's column. Were things really that way? We know how you feel and we acknowledge the fact that we don't always make things as comfortable as we should.

In an effort to provide you with efficient hospital care we are appealing to you as citizens to write in or call in your comments. The success of Sierra Madre Community Hospital depends upon you. This is your hospital!

Did you notice the word "Community" is bold face? Quite frequently proprietary hospitals use this word and it is sometimes misleading. When you think of "Community" you assume that the hospital is and will be supported by the community, but this is not always the case. However, Sierra Madre Community Hospital is just that — a community hospital.

It is our desire to provide you with the most modern and complete facilities available. Our professional care is measured by our voluntary association with the Joint Commission on Accreditation.

We recognize that we don't always seem pleasant, but it certainly is not intentional. If you have been neglected and treated poorly then see the man who can correct this, the Administrator. Basically, here is our problem. We are trying to provide you with the best and without additional cost to you. This isn't easy. We are not, nor do we intend to be competitive with other hospitals. Therefore, we need your support, confidence and good will.

Sisterhood's
Holiday Home
Tour November 6

Mrs. Gilbert Cutler, president, believes that holidays need the home for a significance—with the woman's touch. On Wednesday, Nov. 6, from 1 to 3 p.m., the following homes will take

Thursday, Oct. 31, 1963 SIERRA MADRE NEWS-5

Alumnae Plans Annual Luncheon

"Let's make it three in '63" are the words being heard these days among the Alpha Chi Omega alumnae making the final plans for the seventh annual "Magic in Motion" fashion luncheon benefit to be held on Nov. 7 in the International Ballroom of the Beverly Hilton Hotel.

The recent announcement from the National Society for Crippled Children that the 19th District (Southern California and Hawaii) of Alpha Chi Omega ranked first in the United States and Canada in 1962, for the second straight year, in funds raised and service hours contributed for handicapped aid has created new interest in this annual event. Of special note is the fact that the Southern California Executive Board, sponsor of the coming benefit, was responsible for the greatest financial assistance in the district.

The San Gabriel Valley

on the holiday spirit and open their doors to all members of Sisterhood and friends in the community.

Visit homes beautifully decorated for Sabbath and the festivals, and choose Chanukah decorations to enhance your home. Purchase traditional Jewish art objects, antique treasures, as well as books, decorative table centerpieces and delicious home-made cakes.

Items pertaining to each holiday will be available for purchase at the home so designated. Included in the tour are refreshments for you at the home of Mrs. Phillip Weise.

Location—Hastings Ranch area (within a two-block radius):

1. Sabbath Display—Mrs. Benjamin Barth, 2650 Shadow Grove Road.

2. Passover Table—Mrs. William Fox, 3755 Greenhill Road.

3. Chanukah Decor—Mrs. Howard Niedermann, 3870 Greenhill Road.

4. Refreshments—Mrs. Phillip Weise, 3865 Greenhill Road.

Co-chairmen for this affair are Mmes. SY Epstein and Nathan Miner.

area alumnae are particularly honored this year to have the president of the Southern California Executive Board of Alpha Chi Omega, Mrs. Robert H. Stewart of Arcadia, and the Printing chairman of the benefit, Mrs. Harry L. Falck of San Gabriel, elected from their own group.

The local philanthropy of the Alpha Chi Omega Alumnae of the San Gabriel Valley is the United Cerebral Palsy Day Care Center, Baldwin Park.

Creative Arts
Instructors To
Show Work

A complete section devoted to the clay sculpture of Howard Whalen is a feature of the Art Show by Creative Arts Group instructors currently being seen at the Adobe at 37 E. Montecito in Sierra Madre.

A stunning panel in copper enamel by Curtis Tann and John Olt's handsome woodcarving are evocative additions to the exhibition which is open to the public Monday through Friday from 10 to 2 o'clock and Saturday morning from 9 until noon.

The ceramics section has pieces by Joan Harness Hill and the new workshop leader, Karen McCrary. Evelyn Hawkins' colorful display of diversity in puppets appeals to the young of all ages. Cathi Calhoun and Susan Berkeley, also new to the group, are showing paintings and drawings. Mosaics by Mary Wallace are a stunning addition.

Oils and water colors used in many styles are found in the attractively hung works of those who, during the three years since its founding, have lectured or led workshops at the Creative Arts Group. Included are Jae Carmichael, Norma Chuan, Lannea Melzian, Jane Morse, Lee Wexler, Patricia Whiteside and Jiray Zorthian.

An unusual piece is the sandcasting design shown by Jane Morse.

The show will continue through Nov. 16.

Fellowship To
Dedicate
Gift Banks

The emphasis will be on the "Woman's Gift," the extra mile gift that the women give year-round in their small 11 missionary banks at home, at the November 5 luncheon at the Sierra Madre Congregational Church. The gift banks will be dedicated and their intended use will be described by the Woman's Gift chairman Mrs. Edward Murphy. Women all over the country will be dedicating these gift banks this month and sending them on their way to assist in both home and foreign missions.

Mrs. Mary Kingsbury, soloist, will present a selection of Thanksgiving Music as an added treat for those meeting for lunch. The luncheon will be potluck, with each one to take either a salad or hot dish. Those who find it inconvenient to take food may pay 75 cents.

The rummage sale of last week was very successful, according to Mrs. Edward Decker, chairman. It gave many, many people some surprising bargains. The remainder of all the good clothing that had been collected was sent to a struggling East Los Angeles church for their rummage sale.

The Morning Craft Circle will meet at 9:30 on Nov. 6 to work on items for the December bazaar. A baby-sitter will be provided plus some coffee and good old fashioned chatter.

Elementary
School
Menu

November 4-8, 1963

Monday—Chopped steak gravy on mashed potatoes, buttered carrots, plain jello, peanut butter sandwich.

Tuesday—Hamburger, peas, tomato wedge, diced peaches.

Wednesday—Chop suey on rice, spinach, carrot sticks, apple sauce, hot rolls.

Thursday—Pizzaburger pie, green beans, green salad, cherry sauce, bread and butter.

Friday—Oven grilled fish, corn, lettuce salad with shaken dressing, grapes, hot rolls and butter.

One-third quart milk and 2 tsp. butter included with each lunch. A la carte items also available.



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Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

FOR SALE — MISCELLANEOUS

FREE
50c pkg. Bijou Sweet Pea
with this ad &
purchase of
RYE GRASS STEER
Arcadia Nursery
404 S. Santa Anita
Arcadia
HI 7-2411
E:10-31

GUARANTEED, Used bikes,
also bicycle repairs, parts.
Toy and Patio Village, 140
W. Sierra Madre Blvd.
355-6641 E:10-17f

FACTORY SECONDS—Pick-
led melon rind, preserves,
olives, Ward's Factory, 273
E. Highland. No deliveries.
E4-61f

2 FOR 1 SALE
Fresh stock daily of men's,
women's, children's cloth-
ing and misc. Buy 1 item
at reg. low price, 2nd item
free. Good radios, TV, ap-
pliances, furn. at prices
that will amaze you. Come
in today and save \$\$\$.
Open every night till 9
VETERANS THRIFT STORE
25 E. Colorado, Pasadena

MISCELLANEOUS

BLOOD BANK

Monday, Nov. 4 —
2:30 to 7 p.m.
SIERRA MADRE SCHOOL
Baby sitters & transp.
available
EL 5-0745

WANTED TO SHARE, a ride
into L.A. (hall of records)
5 days wk. 8 to 5.
355-9638 I:10-31

FREE, BEAUTIFUL, spayed
1½ yrs. old tabby cats.
Want good home.
EL 5-4303. I:10-31

CLEARANCE SALE at Bargain
Cottage for C.F. 81½
W. Sierra Madre Blvd.,
S.M. Saturday, Nov. 2.
10 a.m. until 2 p.m.
I:10-31

Bill DING Says

THIS WEEK'S SPECIAL
1x6
KNOTTY PINE BOARDS
Kiln Dried
Smooth 4 Sides
6¢ Linear
Foot
Open All Day Saturday

MYRTLE AVE. LUMBER Co.
1525 SOUTH MYRTLE AVE.
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Phone EL 8108-1851

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EXPERT in fittings and
alterations. Also new gar-
ments made. EL 9-3931
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SIERRA MADRE TRANSFER
Local and long distance
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SISTER Carol, Spiritual
Reader and Advisor. Ad-
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as marriage, business, love
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questions. See this gifted
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REST HOME

Eva Hardin
CONVALESCENT HOME
Nurses around the clock.
Good food. Excellent care.
Licensed for 9 M.A.A.
patients approved.
94½ N. BALDWIN
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T:9-26f

FOR SALE — AUTOMOBILES

'60 CADILLAC sdn. DeVille.
Full power, factory air.
Blk./wh. Beautiful cond.
Private party. EL 5-2765
P:10-31

TRUST DEEDS

1ST & 2ND
REAL ESTATE
LOANS

WE BUY TRUST DEEDS
So. Calif. Trust Deeds
HI 6-4423 MU 1-9058

FOR RENT

WELL secured 2nd Trust
Deeds purchased at pre-
vailing discounts. The
Foothill Credit Co., Sierra
Madre EL 5-0046

1-BEDRM. COTTAGE; trash
& water pd. Fresh new
paint. Stove & refrig. \$70.
Nice area. EL 5-8512
D:10-31f

\$60 FURN. BACH. apt. suit-
able for one adult. All
util. pd. EL 5-2662. 174 E.
Montecito. D:10-24

2 BDRM. COTTAGE, stove,
refrig., furn., trash, gas,
water pd. EL 5-8512
D:10-24

OFFICES OR SALES SPACE

Fully Air Conditioned
Utilities paid — Janitor
SIERRA MADRE'S
NEWEST
OFFICE BUILDING
49 S. Baldwin
Inquire EL 5-3456

BRAND NEW

Lge. 2 bdrm. apts., cpts.,
drapes, built-in stove and
oven. Close-in location.
(Near S.M. & Lima). Chil-
dren welcomed. \$115. Only
one left.
HI 6-8211 Eves. SY 9-0170
D:10-24f

DELUXE furn. 1-bdrm. apt.
All elec., air cond., \$130.
"Laurel View," 80 E. Laurel.
EL 5-8248 after 5 p.m.
D:7-18f

FOR RENT

2 units in duplex, each
2 bdrms. w/sml. fenced
yard. Children o.k. \$100
EL 5-7196
D:10-24f

3-ROOM FURN. guest house
for 1. Older person pre-
ferred. Parking in drive-
way available. \$35.
EL 5-7981 D:10-31f

3 BDRM. HOUSE, lge. liv.
rm., near school, shop-
ping. Children welcome.
\$97.50. 36 W. Highland
aft. 5. D:10-31

FOR LEASE, 2 bdrm. home,
basement, fenced yard.
106 E. Sierra Madre Blvd.
Owner. EL 5-7704
D:10-31f

BACHELOR cottage com-
pletely furn. Close to
town. \$65. 105 E. Laurel
EL 5-6243 D:10-31f

FURN. COZY bachelor apt.
(front) Pvt. entrance,
parking, \$65 includes util.
Drive by 169 Santa Anita
Ct. Call for apt.
356-1439 or EL 5-9929
D:10-31

LUXURIOUS NEW SYLVAN WEST APTS.

1 & 2 Bdrm.
2 bdrm. apt. w/1½ baths;
Carpet & Drapes
Built-Ins — Air Cond.
Heated Pool
Carport plus Parking
Teenagers Welcome
Lease Starting at
\$115 to \$155
51 ESPERANZA
EL 5-2186 Mgr. Apt. M

NEW deluxe unfurn. 1-bdrm.
apt. Cpts., drapes, stove,
refrig., A/cond., swim pool.
469 W. Sierra Madre Blvd.
EL 5-6181 D:10-31f

\$110 deluxe 2-B.R. in 4 unit
apt. Quiet, close to town.
EL 5-1381 D:9-26f

CHOICE unfurn. 2-B.R. apt. 3
compartment ba., pvt.
deck, etc. Adults. 451 N.
Baldwin D:9-26f

EXTRA nice 1-Bdrm. furn.
apt., \$90. Adults only.
EL 5-6641 or EL 5-9167
D:8-29f

1-BDRM. unfurn. duplex.
Patio, quiet. \$75. 136 W.
Highland. EL 5-8338
D:10-31f

FOR RENT

★ **Furnished or Unfurnished** ★
Debonair Apts.
2 BDRMS. · SUBTERRANEAN PARKING
GAS BLT-IN RANGE & OVEN · CARPETS & DRAPES
Quiet - Restful - No Pool
2741 So. Fremont, Alhambra
AT 6-5657 AT 2-8117
REASONABLE IMMEDIATE OCCUPANCY
Shown only by appointment & with references

Villa Royale

2-Bdrm., 2 ba. apts. 1200-1500 sq. ft. of quiet lux-
urious living. Exquisitely decorated. Carpets, drapes,
all elec. blt. ins. Sound-proofed. Centrally air cond.
& heated, pvt. landscaped patios.

165 E. Sierra Madre Blvd.
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Who says so . . . ?

It's easy to say you have a better
apartment to rent — but who says
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at the Sierra Madre Townhouse —
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Designed to appeal to a discriminat-
ing clientele, these quality units fea-
ture covered, private patios, parklike
grounds, rich nylon carpet, thermo-
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finest of structural sound-proofing.
Rare quality at any price, but these
1 & 2 BR. units are only \$115 & \$135
Mo. Come see this award-winning
building at 170 E. Highland, corner
Mt. Trail (1 Blk. East & 1 Blk. north
from downtown Sierra Madre. Call
SY 58-058 or EL 53-678 (You'll be
glad you did.)

1-BDRM. lower furn. apt.
Newly decorated. 495 W.
Sierra Madre Blvd.
EL 5-6181 D:10-31f

DELUXE unfurn. 2-bdrm.
All elec., air cond.,
drapes, cpts., \$130. "Laurel
View" 80 E. Laurel.
EL 5-8248 after 5 p.m.
D:7-18f

3 ROOMS, newly decorated.
Utilities pd. \$75. EL 5-3091
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\$105. 2 BEDROOMS
Unfurnished, carpets,
disposal, private patio
420 W. Sierra Madre Blvd.
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\$53.50, 1 room furn. apt. Sep.
entrance, ba. 2 blks. town,
util. paid. Ideal for lady
alone. AT 6-2723 D:10-17

FOR SALE—REAL ESTATE
1115 HASTING RCH. DR.
MOVE IN CONDITION
Screened lanai, 3 B.R.,
1½ bath, loads of extras,
cpts. & drapes. Terms,
\$25,500.

Whipple
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R-3 Property
FOR SALE
room to build 4-units
plus 2 existing units.
CALL EL 5-6554
after 5 p.m.
C:10-24

★ **Values** ★
★ **Outstanding** ★
California living
at its best through
CLARA CLARK
795-3225 SY 3-8859

HIGH & NEW
3 bdrm., 1½ baths, lge.
liv. rm., all built-ins.
Beautiful view
\$36,500
Hazel Gittinger EL 5-2948

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928 Altadena Dr.

3 BDRM. furn. apt. "quiet,"
½ blk. town, bus, etc.
Water pd. \$65. EL 5-8341.
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D:10-24

REAR APT. 1 bdrm. Furn.
Water pd. 1 adult, \$75.
2. \$95. EL 5-0314. 625
Mariposa. D:10-24-31-11-7

LARGE DELUXE APT.
2 bdrms. 1 bath, built-ins
w/w carpets, drapes, air
cond. lge. heated pool,
close to town, quiet,
serene atmosphere.

32 Esperanza
EL 6-1120

FOR SALE—REAL ESTATE

BEST BUY IN
SIERRA MADRE
2 bdrms., Din. rm., small
R-3 lot, walking distance
to everything.
Only \$19,500
easy terms
181 N. Baldwin
Glenn Realty 795-8626
C:10-10

645
SIERRA MEADOW DR.
Good true value. 3 years
old. 3 bdrms., family
rm., den, extra large cov-
ered patio, custom-de-
signed pool, view, carpets
and drapes. Exc. 5½%
loan. See today.

Whipple
SY 8-0527
928 E. Altadena Dr.

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NOW OFFICIALLY
OPENED
320 W. Sierra Madre Blvd.
(formerly Osti's)
Please help us celebrate
Mon. Eve., Nov. 4, 7 to 9
Refreshments
Lucky drawings
Come in now or anytime
to register for drawings
Winners names will be
posted!
All are Welcome!

SPARKLING!
3 bdrm., 1½ bath home,
plus new lge. sep. guest
rm., very lovely tropical
landscaping, completely
air conditioned! Forced
air heat! Fireplace, love-
ly new w/w carpeting,
spacious screened family
room, also with heat &
furn. size kitch., flr. fur-
nace, fireplace, wide val-
ley view lot. Walk to
Sierra Mesa school. This
is a well built older
home, a real good buy at
\$19,500.

HARD TO FIND!
Very, very comfortable,
spacious 3 bdrm. (newly
decorated) sep. den, rm.,
furn. size kitch., flr. fur-
nace, fireplace, wide val-
ley view lot. Walk to
Sierra Mesa school. This
is a well built older
home, a real good buy at
\$19,500.

7th HEAVEN!
A little climb — or park
next dr. off of lovely
Churchill. Just a Darling!
6 cozy rms., kitch., bath,
liv. rm. nearly new. Asking
\$13,900.

Opening for full or part
time salesmen —
if no answer EL 5-9929
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EL 5-9929 (24 hr.)

Oak Meadow
One of the most exclusive streets in Sierra
Madre & Arcadia. 3 BIG bedrooms, ranch
rustic, with 3 baths, full formal dining room
PLUS breakfast room. 30' screened lanai
gives you full view of beautiful H&F pool &
yard. 100'x200' professionally landscaped lot.
— Dressing area PLUS bath in garage for
pool. An excellent buy at \$49,950.

Mattson - Yeats
SY 1-1931 EL 5-2765

-- New --
\$31,950
Medallion Award Homes
Near Completion
3-Bdrms. — Family Room — 1¾ Bath
Fully Carpeted — Before You Buy,
Check These Homes — Call
WALT RICHTER
EL 5-3713

FOR BETTER HOME BUYS
SEE REALETERIA
LEASE WITH OPTION POSSIBLE
Modern 7 year old stucco, 3 bedrooms and convertible
den, 1½ baths, built-ins, disposal, dishwasher. Lovely
area. Vacant. A special at \$29,500.

HOME WITH PROVINCIAL CHARM
3-Bdrm. & big den w/fireplace plus extra large fam.
lanai. Charming kitchen w/blt-ins., covered patio,
w/bar-b-q. Neat basement room w/laundry and half
bath. Double garage. 100' wide lot. Price reduced to
\$23,500. Must sell.

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We need new listings. Call us or see us about our
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Free sales appraisals without obligation.

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Flamingo
HANZEL & GRETEL
Quaint cottage on rear of
lovely 50x175 tree-shad-
ed R-1 lot in best Sierra
Madre location. Reason-
ably priced at \$21,000

WHY RENT?
Stop collecting rent re-
ceipts and start acquiring
equity in this immacu-
late 2 BR and step-down
Den white Stucco w/used
brick trim. Spacious
Natural Wood kitchen. Only
\$450 Down, \$78 Mo.
.....\$13,750

TWO STORY
This gracious, spacious
family home offers for-
mal Living Room with
fireplace, 3 big bedrooms
(one convertible to Den),
farm-style natural wood
kitchen, 18x20 Rumpus
Room, 1½ baths. Call for
apt't please. \$21,750

FLAMINGO PROPERTIES
EL 5-8045
496 W. SIERRA MADRE
BLVD.
3 Offices To Serve You
SIERRA MADRE
ARCADIA DUARTE

FOR SALE—REAL ESTATE

LARGE OLDER HOUSE
3 bdrms., 2½ baths, den.
\$195 on yrs. lease \$190
EL 5-7196
10-24f

LOTS OF
GOOD LIVING
Sturdy, 1½ story,
farm-house style stuc-
co, freshly decorated.
3 bedrooms, 2 baths,
large kitchen with
breakfast area, dis-
posal, 220. Large de-
tached garages, patio,
avocado trees. N.W.
area, close to Hast-
ings.

Price reduced
to \$20,500
CLOSE-IN
QUIET STREET
Charming, white, 1
story stucco. 2 bdrms.,
den, small dining. 75x
160 ft. lot, fenced rear,
patio, trees, 2 car gar-
age. Lots of privacy.

\$22,500
GRACIOUS VINE
AREA
Choice S.W. area, 120
ft. frontage. 2300 sq.
ft., 1 story with large
rooms: Sep. dining,
sun-room-den, 2 bed-
rms., 1½ baths. Neu-
tral, like-new carpet-
ing & drapes. Fire-
place, furnace plus
good 2 rm. office,
workshop, 2 car gar-
age.
\$29,500

WISTARIA VINE
AREA
New 3 bdrm., 2 baths
home. 15x24 ft.,
paneled family room,
fireplace, sliding glass
passage to large
fenced lot. Well plan-
ned, step-saver kit-
chen with built-ins,
breakfast bar, service
porch. W/w carpeting,
F. A. heat.
Asking \$33,500 submit

Yunck
EL 58-0-58
SY 58-0-58

QUALITY PLUS
Just above the Oaks,
70x173 lot, park-like
yard — swim pool,
cabana, E. A. Daniell
blt. 3 bdrm., 2 bath.
\$29,800

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Multiple Listings
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FOR SALE—REAL ESTATE

OPEN 2-5
610 E. SIERRA MADRE
PRICE REDUCED
BEAUTIFUL HOME
Owner will take back
first TD. 9 years old, 3
bdrm., built-in kit., near
schools.

Whipple
SY 6-3166
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Whipple
SY 6-3166
3844 E. Foothill Blvd.

Whipple
SY 6-3166
3844 E. Foothill Blvd.

Whipple

Local Couple Returns

After a pleasant stay in London, Larry and Karen caught a train to Southampton, where they boarded the S.S. France on Oct. 11 to return to the States.

Larry tells us that he and Karen made many friends, and would run into them time and again throughout their travels. Also in many cases they stayed in private homes, which is encouraging, and the accommodations were extremely nice. By staying in the private homes they were in direct contact with the customs, languages, traditions and food specialties of that country, which would, of course, make a more interesting and enlightening travel experience.

No language barrier was reported, since Karen speaks German fluently. Many friends entertained the Garlands in their homes; for example, an attorney the Garlands had met from Stockholm arranged a feast, with Larry and Karen as guests of honor.

All in all, our local couple had a fabulous experience that they have been kind enough to share with us. Larry says that the Sierra Madre Travel Agency did a grand job in arranging their plane and boat scheduled to and from this dream-come-true trip. Welcome home, Larry and Karen.

Merchants In the Pink

taking a second choice. Consult these pages now and spend this week shopping with the Friendly Merchants of Sierra Madre.

Meeting Schedule November 1963

TUESDAY, NOV. 5
Stated Meeting
Refreshments following
TUESDAY, NOV. 12
First Degree
Refreshments following
TUESDAY, NOV. 19
First Degree
Refreshments following
TUESDAY, NOV. 26
Third Degree
Refreshments following
SAT., NOV. 30
O.E.S. Installation
Masonic Temple, 3130 E. Huntington Dr., San Marino

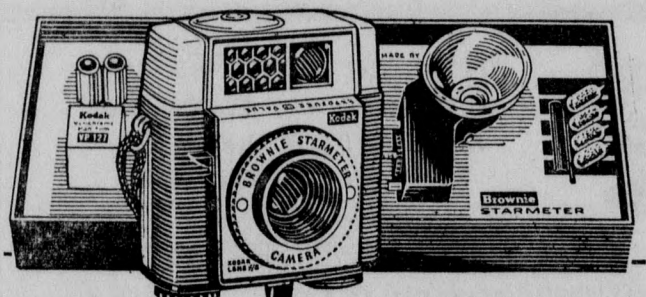
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33 E. Sierra Madre Blvd.
Sierra Madre, California
EL 5-0590

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COLORADO SPRINGS, COLORADO

Hartman
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RELIABLE PROFESSIONAL PHARMACISTS

29 N. BALDWIN

ELgin 5-3311

LEGAL NOTICE

NOTICE OF PUBLIC HEARING
NOTICE IS HEREBY GIVEN that pursuant to the provisions of the Code of the City of Sierra Madre, Section 9625, that the City Council of the City of Sierra Madre has fixed Tuesday, November 12, 1963, at the hour of 8:00 o'clock P.M. in the Council Chambers of the City Hall, 55 West Sierra Madre Blvd., Sierra Madre, California, as the time and place for holding a public hearing on an appeal from a Planning Commission denial of proposed variance to reduce front yard setback to twenty-five feet from the average in the block of 43 feet as determined by Section 9422 for property described as Lot 5, Granite Heights Tract, further described as 65 W. Grand View Avenue.

Application and map are on file in the office of the City Clerk.

The application alleges that there are special circumstances attached to said property which generally do not apply to other properties in the same district and vicinity; that the granting of a variance as aforesaid will not result in a material damage or prejudice to other property or be detrimental to the public welfare or injurious to persons in the vicinity thereof; in that the proposed variance, if granted, would be subject to such conditions as the City Council may deem necessary to assure that the spirit and purpose of said City Zoning Code will be observed, public welfare and safety secured, and substantial justice done to all parties. Interested persons may attend and be heard.

Dated: October 23, 1963
L. Marie Warfel
City Clerk
Publish Sierra Madre News
October 31, 1963 V-458

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Application and map are on file in the office of the City Clerk. The application alleges that there are special circumstances attached to said property which generally do not apply to other properties in the same district and vicinity; that the granting of a variance as aforesaid will not result in a material damage or prejudice to other property or be detrimental to the public welfare or injurious to persons in the vicinity thereof; in that the proposed variance, if granted, would be subject to such conditions as the City Council may deem necessary to assure that the spirit and purpose of said City Zoning Code will be observed, public welfare and safety secured, and substantial justice done to all parties. Interested persons may attend and be heard.

Dated: October 23, 1963
L. Marie Warfel
City Clerk
Publish Sierra Madre News
October 31, 1963 V-457-63

Senior Citizens
tions. They took a new interest in life.

Mrs. Ruth Sheldon broke her hip and is in St. Luke's Hospital.

Nov. 2 the group is invited to the Historical Society meeting in the city hall at 2:30.

CARD OF THANKS
We wish to take this opportunity to thank our many friends for their words of sympathy and expressions of kindness in the recent passing away of Mr. H. A. Thew, and especially to the employees of the Herald-Express.

MRS. H. A. THEW
AND FAMILY

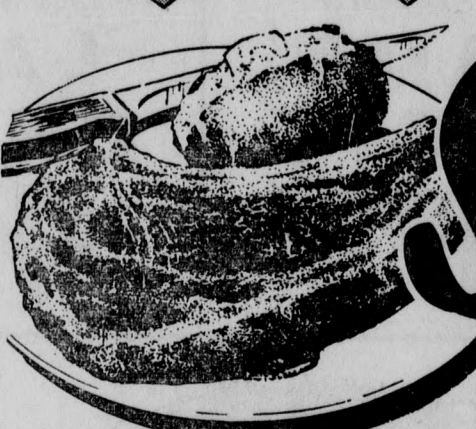
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A REAL TREAT!

RIB ROAST
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STANDING CUT
The Aristocrat of Roasts!
77¢ LB.

Shoulder Clod ROLLED & TIED **89¢ LB.**
Beef Brisket WHOLE OR POINT HALF **79¢ LB.**
Round Roast BONELESS OVEN READY **89¢ LB.**

CRISCO OIL
NEW! Pure, Digestible
24 OZ. BOTTLE **29¢**
Save 8¢

VONS MARGARINE
Pure Vegetable
2 1/2 LB. CANS **25¢**
Save 13¢

BISQUICK MIX
Betty Crocker's 12-in-1 Mix
40 OZ. PKG. **35¢**
Save 16¢

TOMATO CATSUP
Fancy Farms
14 OZ. BOTTLE **10¢**
Save 6¢

SLICED BACON
Von's Table King
Premium Quality
Hickory Smoked &
Brown Sugar Cured
WAFFER THIN 1 LB. PKG. **57¢**
1-LB. PKG. **65¢**

Orange Juice MINUTE MAID—FROZEN 6-OZ. CAN—SAVE 8¢ **29¢**
Instant Milk CHALLENGE—DRY, NON-FAT 12 QUART SIZE **69¢**
Barbecue Beans LIBBY'S—14-OZ. CAN Enter Libby's "Cash for College" Sweepstakes **10¢**
M-J-B Coffee ASSORTED GRINDS 2 LB. CAN... \$1.17 **59¢**
Chili Con Carne HORMEL—WITH BEANS BIG 40-OZ. CAN **69¢**

BIRDS EYE VEGETABLE DISHES
Fully Seasoned—Heat 'n Serve
PEAS, CORN OR CUT GREEN BEANS IN BUTTER, PEAS WITH ONIONS, PEAS WITH CELERY, CREAMED PEAS OR CORN, PEAS AND TOMATOES
Frozen 9 OZ. Pkg. **48¢**
Save 27¢

Northern Tissue Soft, White 4 Roll Pkg. **12¢ \$1.00**
Von's Detergent All Purpose Giant Pkg. **39¢**

Deep Dish Meat Pies SWANSON'S—FROZEN CHICKEN OR BEEF, 16-OZ. **49¢**
Oh Boy Frozen Pizza CHEESE 9 1/2 OZ. PKG. **39¢** SAUSAGE 9 1/2 OZ. PKG. **49¢**
Family Size Pizza CHEESE 28 OZ. PKG. **69¢** PEPPERONI 28 OZ. PKG. **79¢**
Oh Boy Junior Pizza 2 1/2 OZ. **10¢**

Swift's Premium Franks ALL MEAT 1 LB. PKG. **49¢**
Wisconsin Jack Cheese VON'S... RICH & CREAMY **59¢**
Von's Potato Salad FRESH FROM OUR KITCHEN 15 OZ. CUP **33¢**
Meeter's Sauerkraut WISCONSIN QUART JAR **39¢**

VON'S Shopping Bag
PRIZE PRODUCE AT SAVINGS
RED EMPEROR Grapes Sweet 'n Juicy **2 1/2 lbs. \$1.99**

Crisp Celery EXTRA FANCY LARGE STALKS **10¢**
Fresh Dates ZAHIDI 1 1/2 LB. PKG. **39¢**
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EIGHT BEAUTIFUL COOK BOOKS GET THE COMPLETE SET!
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99¢ each

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Brown 'n Serve TWIN ROLLS Package of 12... **29¢**
Honey Krunch BREAD 1 lb. 6 1/2 Oz. Large Loaf **33¢**

Liquor Features
IMPORTED SCOTCH Fyfe & Scott Rare 86 Proof **\$4.59**
FIVE O'CLOCK GIN 85 PROOF **\$3.15**
DON JUAN RUM LIGHT IMPORTED **\$3.15**

Prices Effective THUR., FRI., SAT., SUN. OCT. 31, NOV. 1, 2, 3 **At All 86 VON'S Shopping Bag**
XLNT Frozen Mexican Foods MEXICAN DINNER 15 OZ. 39¢ ENCHILADA DINNER 12 OZ. 39¢ TACO-ETTES DINNER 12 PK. 3 for \$1
T & M Veal Cutlets 9 1/2 OZ. 79¢ 4-Fishermen Fish Sticks 1/2 OZ. 63¢ 4-Fishermen Scallops 7 OZ. 49¢
Mrs. Friday's Frozen Seafoods BREADED SHRIMP 1/2 OZ. 59¢ BREADED SHRIMP 1/2 OZ. 59¢
ALUMINUM Reynolds Wrap STANDARD 25 FT. ROLL **31¢**
WISHBONE Salad Dressing GOLDEN ITALIAN GARLIC FRENCH 8 OZ. BOTTLE **39¢**
Cut-Rite Sandwich Bags CONVENIENT WAXED BAGS FINE FOR TRICK OR TREAT GOODIES! PKG. OF 75 **2 1/2 37¢**

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Produce

Crisp, Juicy, Washington
JONATHAN
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2 lbs. **29¢**

Large Juicy
RUBY RED
GRAPEFRUIT

3 FOR **29¢**

Freshly Picked
ITALIAN
SQUASH

15¢ lb

Sweet Full O' Juice
VALENCIA
ORANGES

5 lbs. **49¢**

SKIPPY
DOG FOOD

15-OZ.
CAN

6 FOR **49¢**

MAXWELL HOUSE
COFFEE

2-lbs. . . \$1.17

59¢ lb

BEST FOODS
MAYONNAISE

QT.
JAR

57¢

ROSE-DALE
CUT GREEN BEANS

LB. CAN

6 FOR **\$1**

GREEN GIANT
NIBLETS CORN

12-OZ.
CAN

5 FOR **\$1**

PURE TOMATO
KERN'S CATSUP

14-OZ.
BTL.

2 FOR **25¢**

HAWAIIAN
PUNCH

LG. 46-OZ. CAN

3 FOR **\$1.00**

Smucker's
MINT JELLY

10-OZ. JAR

19¢

Bordo Sections
GRAPEFRUIT

LB. CAN

3 FOR **89¢**

For family wash
WISK

HALF GALLON

\$1.29

Le Sueur
MUSHROOMS

Whole or Sliced

2 1/2-OZ. JAR

3 FOR **85¢**

Maxwell House
INSTANT COFFEE

6-OZ. JAR

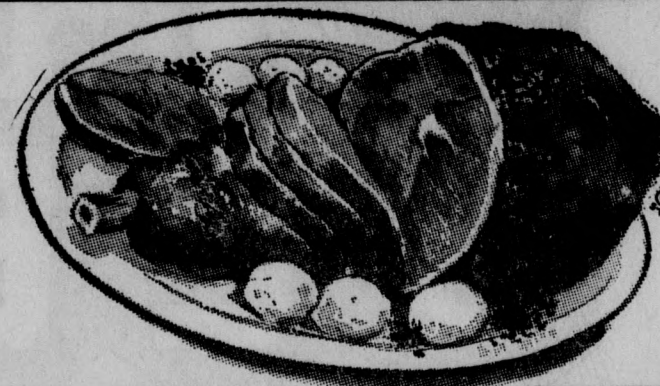
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Aunt Jemima
PANCAKE MIX

2-LB. PKG.

39¢

REGULAR OR BUTTERMILK



U.S.D.A. Choice
LEG O' LAMB

Whole
or
Half

65¢ lb

SMALL LOIN
LAMB
CHOPS

LB.

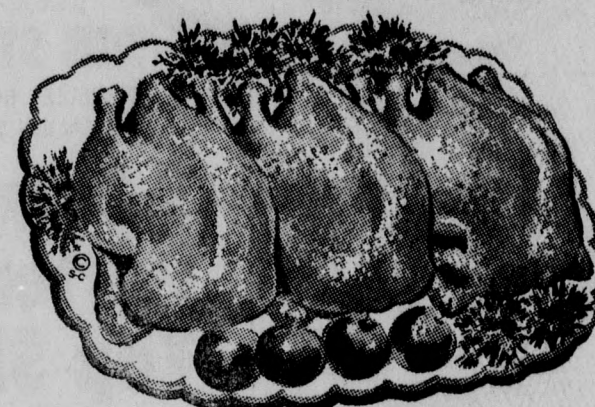
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LARGE LOIN
LAMB
CHOPS

93¢ lb

PIN BONE
LAMB
CHOPS

55¢ lb



The Original
Idlewild Farms
Rock Cornish
GAME HENS

16-OZ.
EACH

98¢

Fresh Lean
Ground Round

79¢ lb

Hormel's Black Label

BACON

Sliced

55¢ lb

Atlantic White
Scallops

69¢ lb

U.S.D.A. Choice
Flank Steak

89¢ lb

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SPECIALS
ON
FROZEN FOODS

Sara Lee
BROWNIES

13-OZ. TIN

Ore Ida
SHOESTRING
POTATOES

12-OZ. PKG.

4 FOR **\$1.00**

Dole Mix or Match

Pineapple Grapefruit
Pineapple Orange
and Pineapple

6-OZ. CAN

5 FOR **\$1.00**



From Our Own Kitchen
ALL OUR COOKED FOODS ARE
PREPARED DAILY UNDER THE
SUPERVISION OF OUR FINE
AND CAPABLE COOK

BETTY HILL, AND HER ASSISTANTS

LB. CUP

ROBERTS HOME MADE

Italian Style

Spaghetti

55¢

Dairy Fresh

Sliced Ham

4-OZ.
PKG.

39¢

Tillamook Cheese

SHARP MEDIUM ETRA SHARP

69¢ lb

With This
Coupon

One 3-oz. Pkg.

FREE

KRAFT
CREAM CHEESE

VOID AFTER NOV. 2

"Large Enough
To Serve You
Small Enough
To Know
You"



Prices
Effective
Wed. - Thurs. - Fri. - Sat.
Oct. 30-31, Nov. 1-2

Editorially Speaking....

The foundation of God standeth sure, having this sea, the Lord knoweth them that are His.—2 Tim. 2:19.

Here We Go Again!

Has the political feud between Thomas Braden, president of the State Board of Education, and Dr. Max Rafferty, State Superintendent of Public Instruction, erupted all over again?

For those who came in late, Dr. Rafferty, a Republican, was elected to his non-partisan post last year over the objections of Mr. Braden, a Democrat, who supported Rafferty's opponent, Dr. Ralph Richardson, a former aide of Governor Brown. The entire Board — all, like Braden, appointees of Governor Brown — took the unprecedented step of publicly endorsing Dr. Richardson.

Always before, the office of State Superintendent had been kept reasonably free from partisan politics. But inasmuch as Dr. Rafferty's basic views on most educational issues are very similar to those of Mr. Braden, it could only be assumed that the Brown administration resented the very idea of anyone functioning in an important state office who was not a part of the team.

When Rafferty was overwhelmingly elected, by the votes of Democrat and Republican parents alike who approved his anti-progressive education views, the feud really flared.

The appointed State Board made it clear it was going to call the policy shots, not the elected Superintendent.

Big Daddy Unruh got into the act by amending an education bill in a way to take an appointive power away from Rafferty.

Braden raised a great hue and cry about censorship when Rafferty observed, in response to a question by a reporter, that he thought a rather racy book didn't belong in high school libraries.

After a great deal more of the same, Braden agreed to call of the vendetta for the good of education.

But after a few weeks of truce, Braden started it all up again last week by authoring an article for Look magazine entitled "I Was the Target of a Hate Campaign."

The article, which probably won't achieve the best-seller status of "I Was a Communist for the FBI" or "I Was a Teen-Age Dwarf," plows the well-worn ground about California being peopled with members of wild-eyed "hate groups" (all right-wingers, naturally — after all, left-wingers love everybody, even Castro and Mao Tse-tung), and accuses Rafferty of being their "darling."

So far, the good Doctor has turned the other cheek, saying he doesn't hate anybody, and that he assumes those who support him do so, not out of hate, but "for love of children."

It takes two to tango, so maybe the feud won't really erupt, in spite of Mr. Braden's Look-baiting. But good gosh — a Republican in Sacramento?

★ ★ ★ ★

The Ruthless Reuthers

Publisher and commentator William P. Buckley, Jr. has revealed a program of ruthless retaliation against conservative and right-wing opponents of the Kennedy administration which, as he says, should "send chills up any libertarian spine."

The plan, devised by labor leaders Walter and Victor Reuter and deposited with Attorney General Bobby Kennedy, would quell the opinions and activities of millions of Americans by muzzling the military; having the Attorney General begin listing right-wing groups as subversive; revocation by the Internal Revenue Service of tax exemptions from a number of conservative-minded organizations, some of them religious; harassment by the Federal Communications Commission of radio and TV stations airing conservative views; and the muzzling of those who "exaggerate" the menace of domestic communism, meaning primarily J. Edgar Hoover, of course.

Such ruthless disregard of citizens' rights is appalling. Liberals as well as conservatives should find it repellent, and should join in hoping for a prompt Administration repudiation.

★ ★ ★ ★

A Commentary

The action of the Senate in approving the treaty banning nuclear tests in the atmosphere was, in its way, a grimly vivid commentary on the world we live in.

The favorable vote, 80 to 19, was much larger than the required two-thirds majority. But there was little exultation, little feeling that a really long step toward world peace had been taken. It is fair to say that most of those voting for the treaty, Democrats and Republicans alike, did so with reservations. And the President, in his eloquent message urging approval, made it clear that no millennium is to be expected.

Why, then, was this treaty approved, and without amendment? The answers are several. World opinion of people everywhere was certainly an element. So was the feeling that any measure of control over nuclear weapons is much better than none. An overriding consideration was that the admitted risks in the agreement will prove to be outweighed by possible gains. And, finally, a question of U.S. world prestige and leadership was at stake.

Beyond all this, the fact remains that the Soviets have violated solemn treaties directly, or by subterfuge. It is this that must be watched with infinite care in the present case, and the President has promised that it will be done. We, along with more than 100 other nations, now have the treaty and the hopes that go with it. Will they be fulfilled?

Sierra Madre News

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A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1956, under Act of Congress of March 3rd, 1879.

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Peggy L. Evans }

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NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.
Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.
Subscription Rates: In Los Angeles County — \$5.00 per year. Elsewhere in the United States — \$6.00 per year. Foreign Countries, Air Mail, Second Class, priced upon Application. 10 cents per single copy.



FREEDOM

At Any Price

By H. V. Witty

An open letter to Thomas Braden — President of the California State Board of Education.

Dear Tom:
After reading your heart rending fable, published by Look Magazine, entitled, "I Was the Target of a Hate Campaign," I paled with the gripping realization that your burden is one few patriotic Americans could bear. In your position, as President of the California State Board of Education, you have my profound sympathy.

What a horrible circumstance when, as you so pitifully whimpered, "My daughter Mary said, 'A lot of people are mad at you Daddy. Do you know why?'" To which you replied, "Mary, I don't know why these people are mad at me. But I hope they don't worry you." According to you, Tom, Mary then asked: "Do you know what to do about them?" And your answer was, "no." Then in typical liberal fashion, you take off into the clouds of emotion and smear. You are disturbed. You say, "Mary's questions still bother me."

Then, with the eloquence of a Barrymore, you exclaim: "I like California. I like the mountains and the seashore and sunshine and not having to buy our children winter clothes." Then, Tom, your journalistic character changes from an exaggerated Barrymore to a foreboding Bela Lugosi and you warn, "But California is rapidly becoming something else. It is rapidly becoming a chamber of political horrors. California has the John Birch Society. It has the Liberty Torch Bearers. It has the Keep America Committee. It has the California Committee to Combat Communism. It has the American Birthright Committee. It has the Citizens for Moral Action and the Network of Patriotic Letter Writers."

You label all the above mentioned organizations as members of a "chamber of political horrors." You castigate the individual members of these groups because they desire to "indoctrinate" children, as well as adults, with patriotism.

You quote Dr. Rafferty, State Superintendent of Public Instruction, (and correctly so) as saying, "Educators had better not be caught withholding from the nation's children the wonderful, sharp-edged, glittering sword of patriotism. In a word, this means indoctrination. An ugly word? I think not. But if it is ugly to teach children to revere the great Americans of the past, to cherish traditions of our country, to hate communism and its creatures like hell, then I say let's be ugly."

You tell us that you didn't like Dr. Rafferty's statement about leather-jacketed slobs, welsers, and traitors, and you don't like indoctrination.

Tom, the dictionary defines indoctrinate as: "teach a doctrine, belief or principle." I am reasonably sure that the parents in our state would not complain if you, Thomas Braden, President of the State Board of Education, would become a party to a plan whereby the children of California would be indoctrinated with the doctrine of patriotism, the belief in God and the principle of truth.

Tom, you're wearing your pink beret. No one of the organizations listed by you as members of your chamber of political horrors are either un-American or subversive. However, you very conveniently failed to mention the true members of the California chamber of political horrors. Let's start with the Fair Play for Cuba Committee. This bunch of Castro lovers were investigated by the House Committee on Un-American Activities and declared subversive. Another organization, conspicuous by its absence from your list, is the American Civil Liberties Union, which has, as one of its prime targets, the abolition of all Committees on Un-American Activities, both on a State and National level, and which exports a great percentage of its efforts to the legal protection of Communists.

Californiaans for Liberal Representation — there's a chamber member that slipped your mind. Surely, you remember now. This outfit specializes in backing candidates for election who believe that American patriotism and American sovereignty are old-fashioned and unnecessary — but I forgot, Tom, so do you.

Otherwise why the membership in The Council on Foreign Relations? And why, dear Tom, did you completely omit the Communist party and its network of sympathizers? If you doubt that this conspiracy specializes in political horrors then consult the Hungarians, Chinese or Cubans.

You made a self-styled statement that "Dr. Rafferty is the darling of the hate groups" and you were referring to your own list of political horror chamber members. After my careful consideration of the groups you omitted from this list — I am beginning to wonder — whose darling are you?

Air Force Officer Tests

Young men and women who expect to receive their bachelors degree and graduate from college on or before June, 1964, are now eligible to take the Air Force officer qualification tests without obligation. Those passing and selected will be offered appointments to Officer Training School after completion of school. After 90 days of training, young men and women are commissioned second lieutenants in the Air Force.

Areas of training are offered dependent upon subjects reflected on applicant's college transcripts. Pilot and navigator training is optional. There is no dependent restrictions for male applicants, but female applicants must be single. For further information, contact MSGT Ted Badder, Air Force Recruiting Office, 129 N. Marengo Ave., Pasadena, or phone SY 5-3922.

OUT OF THE COBWEBS

10 Years Ago

October 29, 1953

Motorists approaching Sierra Madre from Arcadia will know where to turn to reach Sierra Madre and its business district, due to the installation of a directional sign at the intersection of Sierra Madre Blvd. and Santa Anita Ave. in Arcadia.

Postmaster Eddie D. Robertson will return tomorrow from San Francisco where he has been attending the annual convention of the National Association of Postmasters. He left in a special railroad car with other San Gabriel Valley Postmasters.

October 22, 1953

A group of 12 Sierra Madrans attended the President Eisenhower Birthday dinner. The formal affair was held in the recently redecorated Elks Club in Pasadena.

A business district beautification campaign will be the first major project of the newly formed Chamber of Commerce, as a general lighting, cleaning and beautification of the downtown area is needed.

20 Years Ago

November 4, 1943

Halloween was so quiet and orderly in Sierra Madre that even the police were surprised.

There were no palm tree fires, as in recent years; no smashing of trolley car windows or the hurling of unripe oranges and over-ripe tomatoes into automobiles.

Postmaster R. O. Caukin warned that Christmas gifts and cards mailed in the weeks immediately preceding Christmas will have no assurance of being delivered on time, due to the unavoidable handicaps of war.

Sierra Madre has entered the WAVE recruiting campaign.

Local Boy Wins Award In College Debate

In the first intercollegiate debate tournament of the academic year, Claremont Men's College Forensic Society squad walked off with a total of 21 awards, according to Ladell Payne, instructor in English and director of the society.

In competition at San Diego State College, October 18, and 19, every member of Claremont Men's College 14-man squad earned at least one award. Three of the seven debate teams were undefeated and none lost more than one of the four rounds in which all teams competed.

The debate question, which will be debated by all colleges in the nation during the year, was "Resolved: that the Federal Government should guarantee an opportunity for higher education to all qualified high school graduates."

Joseph Dauben, sophomore, son of Mr. and Mrs. Elmer J. Dauben, 401 N. Sunnyside, Sierra Madre, won an "Excellent" award with his teammate. He also won the same award in extemporaneous speaking, and a "Superior" in impromptu

Brothers On Staff of Cal Poly Yearbook

Staff members for the 1962-63 Sierra Madre, student yearbook, were announced by Frank Tennant, faculty advisor at California State Polytechnic College (Kellogg Campus) Pomona, and Niel Field, of Fallbrook, editor-in-chief of the publication.

Included in the staff membership for business, was George Alfaro, of Sierra Madre, and Luis Alfaro, his brother, who is also on the staff membership for activities.

Their mother is Mrs. Claudia Zeledon, 612 W. Montecito, Sierra Madre. The boys are both graduates of La Salle High School in Pasadena. George is majoring in language arts, and Luis is majoring in business administration. Another brother, James, also attends Cal Poly.

A long hard winter can be expected, according to the Automobile Club of Southern California. The squirrels are storing their winter supply of acorns several feet higher than usual and the grouse have a thicker crop of feathers this autumn.

Tom Tyler, proprietor of Sierra Madre Furniture Store, will show his appreciation to the members of the Sierra Madre Furniture baseball team Sunday for winning the City League pennant, by taking them to the Ascot Speedway for the races.

Mrs. Lovetta Hecks Pratt of West Grand Ave., has been engaged to give a group of dramatic readings at a musical and tea in Long Beach next Tuesday. From the Old Files

November 2, 1923
More than 55,000 seats have been sold for the big California - USC football game to be played in the Coliseum on Saturday, Nov. 10.

Numerous complaints have been made that school children have been subjected to unnecessary risks from fast if not reckless driving. Parents are concerned. R. S. Jensen of the board of trustees, has notified Marshal Udell and a close watch will be kept.

Within a few days Mrs. George E. Mesecar, expects to open a new real estate office in the building erected by C. S. Kersting adjoining the post office. The quarters will be handsomely outfitted and made most inviting.

Thursday, Oct. 31, 1963 SIERRA MADRE NEWS-9

Perrys' Stationery and Gift Shop



- GIFT ITEMS
- OFFICE SUPPLIES
- WEDDING INVITATIONS & ANNOUNCEMENTS
- RUBBER STAMPS
- SCHOOL SUPPLIES

SPECIAL
Hallmark Greeting Cards
FOR ALL SPECIAL OCCASIONS

56 W. Sierra Madre Blvd. EL 5-3385



ANOTHER
Royal

AUTUMN
CLEANING SPECIAL

SAVE 10%

ON THE DRY CLEANING OF

- BLANKETS
- DRAPERIES
- SLIP COVERS

- COMFORTERS
- THROW RUGS
- MANY OTHER HOUSEHOLD ITEMS

DRAPERIES TAKEN DOWN AND REHUNG AT NO EXTRA CHARGE
The Royal

Offer Good Only
OCT. 7 THRU NOV. 16
Sycamore 6-4311
Murray 1-6412
Zenith 6431

AT OUR DRIVE-IN 443 S. RAYMOND AVE.
HASTINGS RANCH SHOPPING CENTER OFFICE
OR TELEPHONE FOR PROMPT PICK-UP AND DELIVERY SERVICE

PASADENA'S LARGEST AND FINEST LAUNDRY AND CLEANING PLANT

THE DAY I ALMOST GAVE UP MARTINIS

(By a new friend of 80 proof gin)

I had a couple of my usual martinis before dinner. Extra dry — about eight to one.

Next day I told a friend I was getting too old for martinis.

"It's not your age," he said, "it's your gin."

I had used good gin — very expensive gin — and I told him so.

"Sure," he said, "I'll bet it was 90 proof. Do you realize that your extra dry martinis — allowing for a dash of 36 proof vermouth — are over forty per cent straight alcohol?"

"If you're going to drink dry martinis," he added, "use a civilized gin. Like Mr. Boston 80 proof."

I took his advice — and it was good advice. With Mr. Boston gin — my martinis taste a lot better, go down a lot smoother... make a pleasant but sensible cocktail.

80 PROOF GIN TASTES BETTER

"Proof" is no measure of quality. It's a measure of alcohol content alone. (100 proof means 50% alcohol). Alcohol itself has no flavor. The pleasant taste of gin comes entirely from the herbs with which it's distilled.

You'll find 80 proof gin has the big taste advantage of 80 proof mildness — with the same full flavor of higher proof gins.

80 PROOF GIN COSTS LESS

Gins are taxed by the U.S. on their proof or alcohol content, only. The lower the proof — the lower the taxes, and the lower the cost to you.

80 PROOF GIN MAKES BETTER MARTINIS

It makes them extra dry, as you like them, but not extra strong. Twenty years ago, the 3-to-1 Martini was standard. Today, with the trend to dryer Martinis, the modern dry Martini has climbed from a smooth 76.5 proof to an overwhelming 84 proof! Solution? Mix with 80 proof gin. It gives you the same full, dry gin flavor, but it returns the Martini to its original, more moderate proof.



HOW TO MAKE DRY MARTINIS MAKE MORE SENSE

Using Standard 36 Proof Dry Vermouth	Using 80 Proof Dry Gin	Using 80 Proof Dry Gin (or Vodka)
3-to-1 (Traditional)	76.5 Proof	69.0 Proof
5-to-1 (Dry)	81.0 Proof	72.6 Proof
8-to-1 (Extra Dry)	84.0 Proof	75.1 Proof

(The "standard" proof for today's bottled Martinis is a moderate 67.5 proof!)

OLD MR. BOSTON IS THE FINEST GIN YOU CAN BUY
It's vacuum distilled at an unusually low temperature in special glass-lined stills. Only at such a low temperature, is it possible to capture the most delicate essence of the herbs. This is one reason for Old Mr. Boston's flavor distinction. It is America's first and largest-selling 80 proof Dry Gin!

OLD MR. BOSTON

"INTELLIGENCE IN THE PURCHASE... MODERATION IN THE ENJOYMENT." Old Mr. Boston

DRY GIN, 80 PROOF, DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. MR. BOSTON DISTILLER INC., BOSTON, MASS.

GET TWO FULL MONTHS' EARNINGS!

Funds received by November 11 earn in full from November 1 and are eligible for TWO FULL MONTHS' DIVIDEND DECEMBER 31

Individual accounts insured to \$10,000 by Federal Savings and Loan Insurance Corporation. Several joint accounts may be so arranged that all are protected by insurance.

Address funds to:



4.8% ANNUAL RATE
4 PAYMENTS PER YEAR

ASSETS NOW OVER \$99,000,000.00

RESERVES AND SURPLUS OVER \$6,900,000.00

Postage paid both ways. Phone or write for latest statement.

GREEN at LOS ROBLES and FOOTHILL at ROSEMEAD

FOR A ROSY FUTURE, INVEST IN PROSPEROUS PASADENA

Select Your Christmas Gifts NOW
from our
**Great Western Hardware Wholesale
Buyers Guide**
DISCOUNTS UP TO 30%
— Come In —
And Look Through
Our Illustrated
Catalogue
**Don's Sierra Madre
Hardware**
25 Sierra Madre Blvd.
EL 5-2331

NEW TV'S ALL BRANDS AT
DISCOUNT PRICES
SEE US TODAY FOR NEW COLOR SETS!
**Be Prepared For the Holiday Season
With A Reconditioned Used TV**
Priced from
\$25.00 UP
Here's Your Chance For
A Good Second Set For
Children's Room or For
Your Family Room
ALL IN GOOD WORKING
CONDITION

4 DAY SPECIAL
**Any Service
Call \$2.95**
Wednesday, Thursday, Friday, Saturday,
October 30-31 - November 1-2 IF YOU MENTION THIS ADV.
MEYER TELEVISION
4 W. Sierra Madre Blvd. EL 6-1136

**1963
Executive Cars**
PRICED TO SELL
4-Door Fairlane 500
4-Dr. Station Wgn.
Hurry For These!
Used Car Bargains!
1959 Ford Galaxie
2-Door Hardtop, Radio, Heater
Power Steering **\$1095**
1960 Ford 1/2 Ton Pick-Up
Special **\$795**

**CARL HANSEN
FORD**
Local Authorized Ford Dealer
120 W. SIERRA MADRE BLVD.
EL 5-2321

**Blanchard's
WASH - RITE**
Laundry &
Drycleaning
"A Complete One
Stop Service"
IN BY 10 A.M.
OUT BY 5 P.M.

Finished Laundry
• Pillows • Blankets
• Spreads • Rugs
SHAG RUG
SPECIALISTS
Washed & Dried
Dyed

**Blanchard's
WASH - RITE**
Laundry &
Dry Cleaners
158 W. SIERRA MADRE
BOULEVARD
EL 5-8431

Come In And See
Our New Fall Selection of
★ Bulova ★ Elgin ★ Wyler
WATCHES FOR EVERY MEMBER OF THE FAMILY
Lay-Away Now For
Christmas
While You Have A
Large Range
of Selection
King Jewelers
24 W. SIERRA MADRE BLVD.

Fine Custom Tailoring
Since 1947
Bon Jackson
STORE FOR MEN
EL 5-1236
18 W. SIERRA MADRE BLVD.

A PLACE TO START
**Win A
Merchandise
Prize In
The Flame**



YOUR BEST BARGAIN IS YOUR TELEPHONE . . .

**WHAT IS A HOME
WITHOUT A PHONE?**

Handy phones make happier homes.
Modern telephone conveniences
are yours for the asking — wall phones,
small phones, colored phones — just
call our local business office.

You can call your merchant
and keep abreast of his many bargains.
Call and have your orders ready
for you when you arrive.

California
Water & Telephone Company
Serving the expanding Southland with essential services

**CUNNINGHAM
STATIONERS**
Complete Stock of
**Office Supplies - Printing
Business and
Social Stationery**
Select Your Christmas Cards NOW
. . . We Imprint
We Give S&H Green Stamps
156 W. SIERRA MADRE BLVD.
Sierra Madre 355-7297

**Complete Stock
RECONDITIONED
TYPEWRITERS**
An Excellent
Gift Item
For Home
or
Student
Complete Line of
Office Machines
**WILLINGHAM
OFFICE MACHINE SERVICE**
16 W. Sierra Madre Blvd. 356-1537

Select Your
**1963
Christmas
Cards**
From Our
15 New Albums
Imprinted
or Plain
Bring Us Your
Cards for
Name Imprinting

We also make
cards from your
etchings or
Photographs

AVOID THE RUSH

Mary Olson
**PRINTING
HOUSE**
9 KERSTING CT.
355-3324

SPECIALS ADD UP TO
SAVINGS!
Leg o' Lamb U.S.D.A. Choice Whole or Half **65¢** lb.
MAXWELL HOUSE COFFEE 2 lbs. \$1.17 lb. can **59¢**
BEST FOODS MAYONNAISE Qt. jar **57¢**
Cheese Tillamook SHARP, MEDIUM EXTRA SHARP **69¢** lb.
SEE OUR ADVERTISEMENT PAGE 8
Roberts Market
EL 5-3344 On the Corner On the Square

Coupon Special!

Fall Cleaning Special
PLAIN SKIRTS or
SWEATERS Cleaned
With This Coupon

2 for \$1.00

Mix 'em or two of a kind
4 Days Only — Oct. 30-31-Nov. 1-2

**Expert Cleaning In
All Household Items
Such As:**

- ◆ ALL DRAPERIES
- ◆ SLIPCOVERS
- ◆ BLANKETS

Keep Your Cleaning
Money At Home

The Pantorium
DRIVE-IN
CLEANERS
EL 5-6474
Corner Lima & Sierra Madre Blvd.

**CLOSE OUT
FLOOR SAMPLES
GIFT ITEMS**

1/2 PRICE

McKIBBEN FURNITURE
47 WEST SIERRA MADRE BLVD.
EL 5-0463 SIERRA MADRE

Wessels suburbia
. . . fine
women's
apparel . . .
EL 5-9219
154 W. Sierra Madre Blvd.

FRANK GREEN'S
50 W. Sierra Madre Blvd.
Sierra Madre, California
Music for Everyone

PRIVATE HOME INSTRUCTION OR
GROUP LESSON PROGRAM

Ask For A FREE Trial Lesson

17 Instructors To Serve You — — —!
(most all popular instruments)

SALES - RENTALS - REPAIRS - LESSONS

PLACE ORDERS EARLY
FOR CHRISTMAS

There is a national shortage on
Some Instruments
A Deposit Will Hold Any
Instrument

Adults and teenagers! Join the Musical-
Comedy Workshop for the fall
production of — — —
"The Number One Girl In Town!"

50 W. SIERRA MADRE BLVD.
Sierra Madre
EL 5-1143

A PLACE TO START

The Monthly Flame

A Publication of the Merchants of Sierra Madre

TREASURE CHEST OF NUMBERS

If your paper has one of the following numbers in the Box on Pages 12 and 13 you are a lucky person. Take your paper to any Merchant on these five pages and receive

No. 9416 — 9501
9791 — 9999 — 10734
12441 — 13624 — 14956
15120 — 16081

\$10.00

in Merchandise of your choice



A PLACE TO START

More Hot Bargains

ON THE FOLLOWING PAGES OF THE FLAME

RALPH'S SHOE STORE

S&H Green Stamps 41 NO. BALDWIN EL 5-0479 Use Your BankAmericard

PRE-CHRISTMAS SPECIALS....

WOMEN & GIRLS MULTICOLOR SHEARLING CHOW HOUSE SLIPPERS **\$2.99** PAIR
Regular value \$5.95
Early Shoppers Special

\$1.99 WASHABLE CASUALS By B. F. Goodrich
Regular \$4.95 Value
To Wise Shoppers

DISCONTINUED FLATS

SKOOTERS, and KISMETS
Values to \$8.95
Thrifty Shoppers Special **\$4.99** PAIR

Complete Insurance Service

- FIRE
- AUTO
- THEFT
- LIFE
- MARINE
- ACCIDENT

Hospitalization
• LIABILITY

Harry A. Lange & Associates

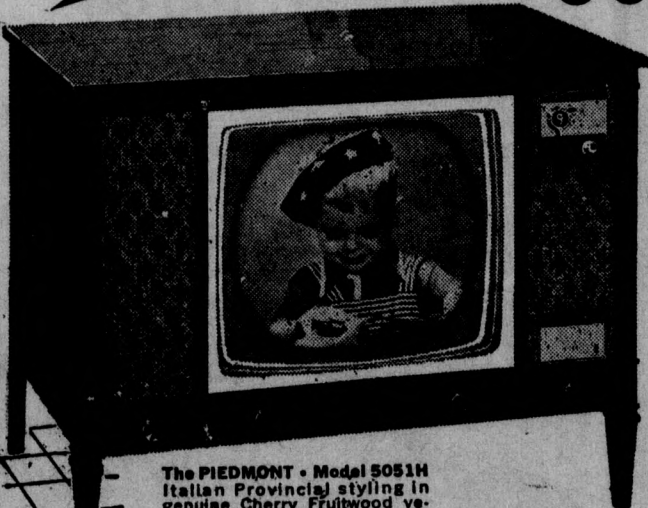
Call DOUG DELAHOOKE

EL 5-7196

81 W. Sierra Madre Blvd.

Sierra Madre

Just In! ALL NEW 1964 Handcrafted ZENITH COLOR TV



NO PRINTED CIRCUITS...
NO PRODUCTION SHORTCUTS

There's greater operating dependability in Zenith's handcrafted chassis with handwired, soldered connections.

The PIEDMONT - Model 5051M
Italian Provincial styling in genuine Cherry Fruitwood veneer and select hardwood solids. Big 26 1/2" sq. in. rectangular picture area.

Super Sensitive Signal Reception
Zenith's own Super Gold Video Guard Tuner provides greater picture stability, longer TV life.

Most Accurate Hues in Color TV
Patented Color Demodulator circuitry - The "Electronic Brain" of Color TV. Simplified design. Greater reliability.

HANDCRAFTED QUALITY makes the BIG DIFFERENCE in COLOR TV

Choose From Our Large Stock
At Lowest Prices In Southern California

Sets include 6 Months Service Policy FREE

RAMBEAU TV & ANTENNA SERVICE

17 W. SIERRA MADRE BLVD.

SIERRA MADRE

EL 5-1560

Rexall

1 ORIGINAL

2 for the price of 1 - PLUS A PENNY

10 BIG DAYS
THURS., OCT. 31 thru SAT., NOV. 9

REXALL MEDICINE CHEST NEEDS

Rexall SACCHARIN 1/4-grain tablets. Bottle of 1000. Reg. \$1.19	2 for 1.20
Rexall BLUE ORAL ANTISEPTIC Kills contacted, odor-causing mouth germs. Sweetens breath. 8 oz. Reg. 69c	2 for 70c
Rexall MILK of MAGNESIA Mild laxative, antacid. Plain or mint. 12 oz. Reg. 63c	2 for 64c
59c ALCO-REX RUBBING ALCOHOL, pint	2 for .80
29c ASPIREX COUGH DROPS, Rexall	2 for .30
79c BOKETS THROAT TROCHES with Vit. C	2 for .99
99c BODY MASSAGE LOTION, medicated, Rexall, 8 oz.	2 for .30
29c BORIC ACID SOLUTION, Rexall, 4 oz.	2 for .99
99c BUFFERED ASPIRIN, Rexall, 100's	2 for .56
55c EPSOM SALT, Rexall pure quality, 16 oz.	2 for 1.40
1.39 EUDICINE SUPPOSITORIES, 12's	2 for .99
99c EYELO EYE LOTION, Rexall, 8 oz.	2 for .50
49c FOOT POWDER, Rexall, 4 oz.	2 for .50
99c FUNGI-REX OINTMENT, Greaseless, 1 1/2 oz.	2 for .70
69c HOT LINIMENT, Rexall, 3 oz.	2 for .80
79c KLENZO ANTISEPTIC MOUTHWASH, 16 oz.	2 for 1.05
1.04 MONACET APC TABLETS, Rexall, 100's	2 for .96
95c NASOTHRICIN NOSE DROPS, squeeze bottle, 1/2 oz.	2 for .50
49c PEROXIDE OF HYDROGEN, Rexall medicinal, 16 oz.	2 for 1.10
1.09 TRIPLE-ACTION COUGH SYRUP, 4 oz.	2 for 2.80
2.59 TRI-SALVE, Rexall, 1 oz. tube	2 for 1.80
1.59 SURGI-REX Skin Cleanser, Rexall, 6 oz.	2 for .70
69c WITCH HAZEL, Rexall, 16 oz.	2 for .36
35c ZINC OXIDE OINTMENT, Rexall, 1 oz.	2 for .36

25c BOBBY PINS, Black or Bronze, 60's	2 Cards .26
1.00 PLAYING CARDS, Single Decks	2 for 1.01
49c KLENZO TOOTH BRUSHES, Adult	2 for .50
1.69 FEVER THERMOMETERS, Oral, Rectal, Stub	2 for 1.70
69c COTTON BALLS, Rexall, Sterile, 130's	2 for .70
25c NYLON HAIR NETS, Bob or Reg. Pack 3's	2 Pks. .26
1.00 HAIR BRUSHES, Ladies' nylon bristle	2 for 1.01
89c LATEX HOUSEHOLD GLOVES, Belmont	2 for .90
25c GIFT WRAP PAPER, Cascade Deluxe	2 Pks. .26
25c GIFT WRAP RIBBON, Cascade Curling Tie	2 for .26

FIRST AID & RUBBER GOODS

Rexall Pro-Cap ADHESIVE TAPE Reg. 43c	2 for 44c
Reg. 25c Tape 2 for .26 Reg. 65c Tape 2 for .88 Reg. 78c Tape 2 for .76	
99c AEROSOL MERTHIOLATE, (Chloroxal Lily)	2 for .99
3.59 HOT WATER BOTTLE, Victoria	2 for 3.60
3.89 FOUNTAIN SYRINGE, Victoria	2 for 3.90
4.59 COMBINATION SYRINGE, Victoria	2 for 4.60
2.98 SYMBOL BULB SYRINGE, white or pink	2 for 2.99
1.98 HY-DA-WAY TRAVEL SYRINGE, with case	2 for 1.99
39c REXALL QUIK-SWABS, single tip, 100's	2 for .40

Cara Nome "Cardigan Colors" MPSTICKS 3 for 1.25	Sweet'n 1c Box of 12 3-oz. oaks. 1.49 Aerosol Dusting Powder 98c
--	--

"Crestwood" STATIONERY Only 98c	MARKING PEN SET 10 pens in set. Waterproof colors. 1.33
------------------------------------	--

Men's and Ladies' WRIST WATCHES 8.88	PEPE le POOCH Life-size, lifelike. Plush coat cut like a show dog's. 2.99	20" Dressed BABY DOLL Lifelike hair, jointed limbs. 3.99
---	--	---

REXALL VITAMIN VALUES

Rexall PANOVITE Multi-vitamins 100's Reg. \$2.98	2 for 2.99
Reg. 25c Panovite 2 for .50 Reg. 49c Panovite 2 for .98 Reg. 78c Panovite 2 for .76	
3.19 CHEWABLE VITAMIN C, Rexall, 250's	2 for 3.20
2.19 V-10 TONIC, Multivitamin, Pint	2 for 2.20
4.79 GER-RITE, with Iron, B-12, 80's	2 for 4.80
1.39 BREWER'S YEAST, 250 T	2 for 1.40
7.39 THERAMIN-100	2 for 7.40
1.39 DICALCIUM PHOSPHATE, 250 T	2 for 1.40
2.59 VITAMIN B-12, 100's	2 for 2.60

Rexall POLYMULSION Multi-vitamins Reg. \$3.89	2 for 3.90
Reg. 25c Polymulsion 2 for .50 Reg. 49c Polymulsion 2 for .98 Reg. 78c Polymulsion 2 for .76	
3.19 CHEWABLE VITAMIN C, Rexall, 250's	2 for 3.20
2.19 V-10 TONIC, Multivitamin, Pint	2 for 2.20
4.79 GER-RITE, with Iron, B-12, 80's	2 for 4.80
1.39 BREWER'S YEAST, 250 T	2 for 1.40
7.39 THERAMIN-100	2 for 7.40
1.39 DICALCIUM PHOSPHATE, 250 T	2 for 1.40
2.59 VITAMIN B-12, 100's	2 for 2.60

PERSONAL STATIONERY SET 1.98	Rex-Way Stand-up BATH SCALE 4.88	"Dominion" Hat Box HAIR DRYER 12.44
---------------------------------	-------------------------------------	--

CHRISTMAS TREE LIGHT SETS 7-light indoor string with add-on connector for adding more. 99c	15-LIGHT OUTDOOR SET 1.99	25-LIGHT OUTDOOR SET 4.39
---	---------------------------	---------------------------

SAVINGS IN STATIONERY

1c Sale of ENVELOPES Reg. 25c Packs 2 for 26c	Elite Linen STATIONERY Reg. 25c 2 for 26c
Other Envelope Packs, 2 for the price of 1, plus a penny!	25c Envelopes to match 2 for .26
1.00 BOXED NOTES, assorted designs	2 Boxes 1.01
50c THANK YOU NOTES, with envelopes	2 Boxes .51
89c POUND PAPER OR ENVELOPES	2 Packs .90
25c CHRISTMAS GIFTAPE, 1/2-in. x 150-in.	2 for .26
39c BALL POINT PENS, disposable	2 for .40
29c HOLIDAY NAPKINS, Cocktail or Lunch	2 Packs .30
1.00 READING GLASS, "All-Size"	2 for 1.01

Snuggly FOUNTAIN SYRINGE Reg. \$3.98 2.59	Year guarantee. Folding type. Colors.
---	---------------------------------------

SIX-TRANSISTOR RADIO 9.88	with earphone, battery and carrying case.
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Rex-Ray Gallon VAPORIZER 3.99	Steam up to 10 hrs. Shuts itself off.
----------------------------------	---------------------------------------

Hartman Rexall Pharmacy

Your Reliable Professional Pharmacists

29 NORTH BALDWIN

EL 5-3311

SIERRA MADRE'S Bargain

Ron Kolar Suggests...

Dine At The Delicatessen
GET A COMPLETE LUNCH
OR DINNER

96¢ up

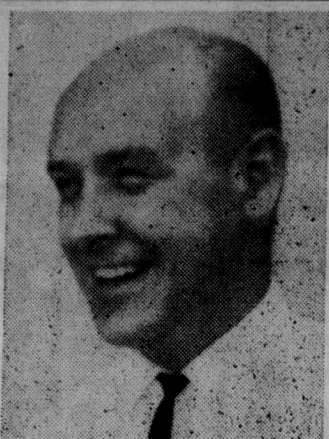
Complete Line of Sandwiches
& Short Orders

While They Last

Bar B Que Chickens

To Go \$1.19

Clardon Delicatessen



31 NORTH BALDWIN
EL 5-1534

Now Is the Time
TO SELECT YOUR
CHRISTMAS CARDS
1000's To Choose From At Popular Prices
Imprinting Our Specialty

Perry's
Stationery and Gift Shop

Complete Headquarters
For ALL Greeting Cards
56 W. SIERRA MADRE BLVD.
EL 5-3385

Children's Swivel Type CLOTHES HANGERS

STRONG 12 INCH CLEAR PLASTIC
REGULAR PRICE 17¢ EACH

E.O.M. Special — While They Last

3 for 29¢ or 12 for 98¢

INFANT SHOES BRONZED

OUR PERSONAL GUARANTEE
ASSURES THE FINEST QUALITY AVAILABLE
TO PRESERVE FOREVER IN BRONZE THESE
MEMENTOS OF BABY'S EARLY YEARS

REGULAR PRICE, \$8.95 PAIR

E.O.M. Special —

\$6.95 pair



San Gabriel Valley's
Finest Department
Store for Children
31 W. Sierra Madre Blvd.
Sierra Madre California
EL 5-1762

END OF MONTH SPECIALS

Rayon Taffeta
42" Wide — All Colors

2 yds. \$1.00

Woolens
Plaids & Plain \$2.98 yd.
54" Wide

Wool Skirt Lengths
1 Yd. Length — 54" Wide

\$2.49 each

Garland's

Better Fabrics

7 KERSTING COURT
EL 5-0736

THE
FLAME
SHEET
With The
Hottest
Bargains In
Southern
California

Nº 14958

Your Treasure
Chest Number Is
Shown At The
Left. You Could Be
A Winner

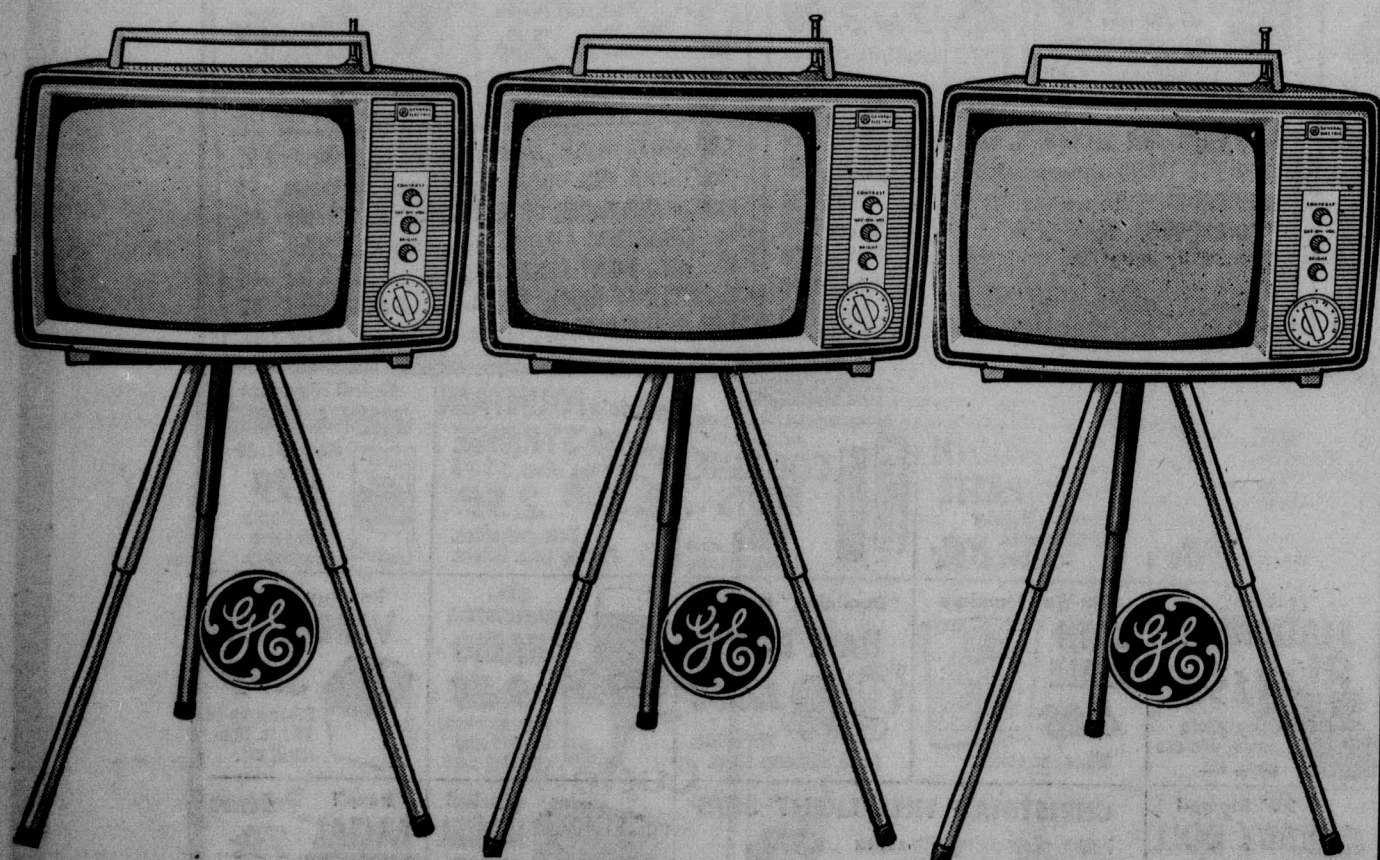
12—SIERRA MADRE NEWS SIERRA MADRE NEWS—13
Thursday, Oct. 31, 1963 Thursday, Oct. 31, 1963

BIG GE VALUE!

NOW \$99.95

Only
33 Sets on Hand

Exciting! New!
Personal Portable
"IT GOES WHERE YOU GO"
Big set reception in Sierra Madre



TELEVISION SO PORTABLE YOU
CAN TOTE IT ON YOUR LITTLE
FINGER . . . WEIGHS ONLY 12
POUNDS . . . AND IT'S GE QUALITY,
TOO

Model 110, stand not included

6 MONTHS SERVICE POLICY
WITH THESE SETS

1 Year Parts Warranty

Lowest Prices In Southern California

RAMBEAU'S

ANTENNA
T.V. SERVICE
17 Sierra Madre Blvd.
355-1560

DOUBLE BLUE CHIP STAMPS

OCT. 30
OCT. 31
NOV. 1
NOV. 2

(If you clip
and bring in
this Adv.)

JIMED
Richfield
Service
356-1607
50 SO. BALDWIN



E.O.M. SPECIAL

Pom
Pom
Chrysan
themums

\$1 BUNCH

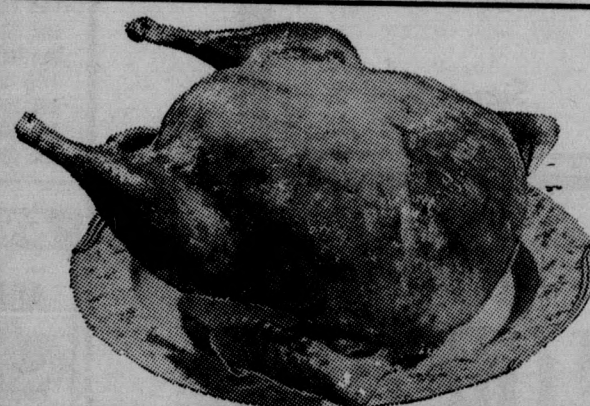
All Colors
& Varieties
4 DAYS ONLY

Wistaria
FLOWER SHOP
EL 5-0113
74 W. Sierra Madre

EVERYTHING FOR THE HOME
IN HARDWARE & GIFTS . . .



Watch For Our
Christmas Toy Catalogue



18-Inch Multi-colored
TURKEY PLATTER

E.O.M.
Special **\$2.25**



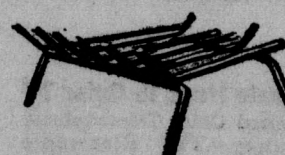
**Dominion
Hair Dryer**
(Limited Number)

\$18.95
VALUE **\$13.95**

**FIRE
GRATES**

1/2" BARSTOCK 5/8" BARSTOCK

24 Inch **\$3.98** **\$5.59**
28 Inch **\$4.25** **\$6.49**

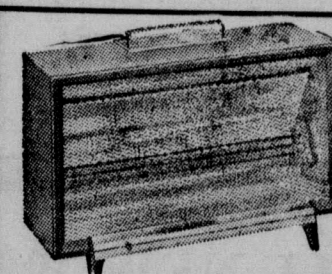


Arnold's Is The
GIFT
Headquarters of
Sierra Madre

Many New Items
Now Arriving
For Christmas



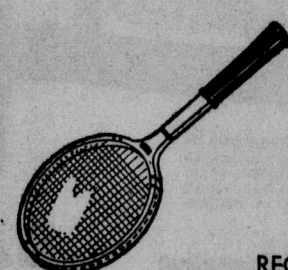
We Maintain A Complete Lay-Away Dept.



**ELECTRIC
HEATERS
SPECIAL**

TITAN WITH TIP OVER SWITCH
AND THERMOSTAT

	REG.	SPECIAL
New Circle-Aire Comb. 1650 & 1320 Watts	\$29.95	\$25.95
Jupiter Comb. 1650, 1320, 100 Wts.	\$29.95	\$25.95
Venus Comb. 1650 & 1320 Watts	\$24.95	\$22.45
Mercury 1650 WATTS	\$19.95	\$17.95



TENNIS RACKETS
AUTOGRAPHED MODEL
By Tony Trabert

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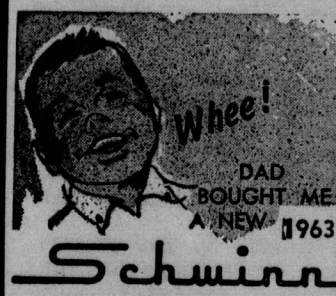
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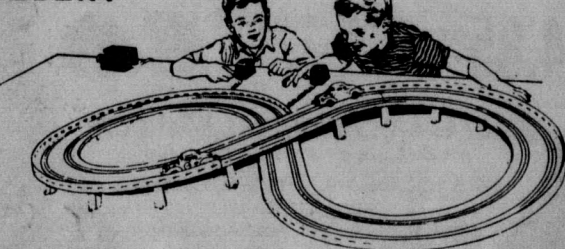
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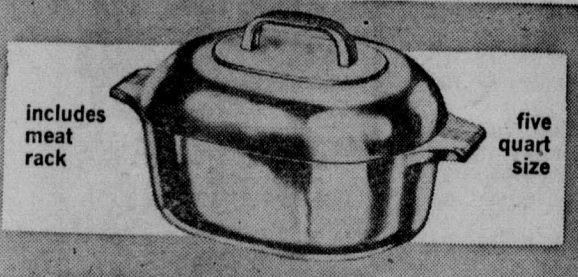
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GREEN

CAMPS

365



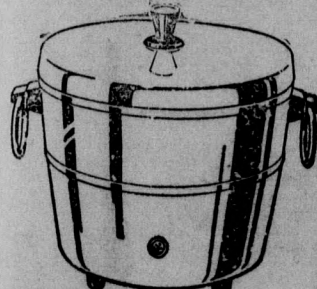
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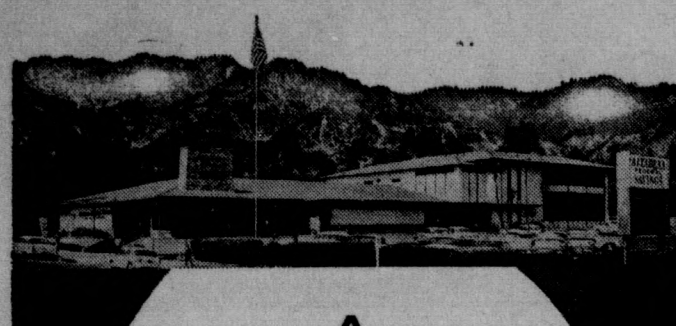
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Almost \$2 Million A Day

Over Quarter Million On Public Welfare In County

During July 1963, there were 268,388 recipients of tax-paid public welfare grants in Los Angeles County, according to California Taxpayers' Association. Old Age Security payments were made to 102,418. Aid was given 4,579 blind recipients, and the Aid to Needy Children program supported 120,260 children and caretaker adults. Disabled people totaling 11,767 were aided and General Home Relief was granted 29,364 in the county.

Throughout California during July the taxpayers supported 739,845 people—nearly three-quarters of a million—through public assistance programs, the Taxpayers' Association pointed out. Old age pensions went to 261,840. Those given aid under the Blind and Potentially Self-Supporting Blind programs numbered 12,082. Children and caretaker adults aided reached 366,991 during the month. Recipients of Aid to the Disabled totaled 34,634, while 64,298 were assisted under General Home Relief. In addition, grants were made to several thousand under the Medical Assistance for the Aged program.

Payments of tax dollars under all these relief programs in California totaled \$58,252,774 for the one month. California taxpayers paid, through the Federal government, \$25,774,105, or 44.2 percent of this huge total. Through State government, they paid \$23,629,768, or 40.6 percent, and through county governments, \$8,848,901, or 15.2 percent.

The Old Age Security program accounted for \$28,585,845 of the July public assistance expenditures in California. The second largest tax cost was for the

Aid to Needy Children program under which \$17,011,318 was spent. Medical assistance for the aged took \$5,457,156 with the balance going for Blind and Disabled Aid and General Home Relief.

"This huge \$58 million total tax cost amounts to \$1,879,123 per day for each of July's 31 days," observed Sheffield J. Arnold, Executive Director of the Association. "Taxpayers should not be lulled into complacency by the large Federal and State subventions involved in this immense public charity program. Californians pay a huge Federal tax bill—\$9.7 billion actually collected in the State in 1962-63."

"Studies by Tax Foundation, Inc., indicate that California is one of 17 states which get less in Federal aid than they pay out as their share of the Federal taxes to support this aid," Arnold pointed out.

"Liberalizations of our public welfare programs by the Legislature may be politically attractive but add heavily to the tax burden on all Californians."

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A Series for Your Information

Tax Facts Concerning Los Angeles County As Expressed by Dr. Felix J. Weil Series

Assessor's New Countywide Reappraisal System Part VII

Last week I showed the working of the RCLND (replacement cost less normal depreciation) method over three years. What happens when a new room is added to the 2,000 sq. ft. home of our example?

The new room of, say 380 sq. ft., was added in the third year, but after the lien date—the first Monday in March. For the fourth year, therefore, if cost factors and everything else remained stable, the calculation would be: 2,380 times \$15.02, less three years' depreciation at four per cent of the result per year, divided by four.

That is, an assessed value of \$7,864, rounded off to \$7,860. Of course, the house would be in its fourth year and the addition in its first.

In order not to have two different depreciation counts, this age difference will be compensated for by granting the house some additional depreciation time on the basis of a mathematical formula. This is the general principle.

Thus, if a house were in its twentieth year of depreciation, and in connection with a new addition there are extensive roof repairs and a general interior remodeling, the assessor would acknowledge the renovation by granting the building, say ten instead of the remaining five years of useful life (depreciation time) with corresponding deductions.

Unless certain market factors—found in the field survey—demand a deviation above or below the RCLND,

the building values would ideally be updated every year automatically, county-wide, by operation of the computer.

However, in practice this ideal sequence would not necessarily be used. For reasons of expediency, recomputation will only be made if there is a substantial change in building cost. Mr. Keith told me. Normally, it might be done at about four-year intervals.

The building cost index advanced from 1960 to 1963 only from 287.7 to 295—not a sufficiently large change to justify the expense of recomputing all building values.

Why have the computer do a complete run increasing values by, say four per cent, and at the same time apply a depreciation factor of four per cent, canceling the increase?

Similarly, it would be administratively difficult and needlessly expensive to apply depreciation factors alone without also updating cost factors.

The assessor would constantly study the trend of the cost factors and the depreciation factors, and periodically, or when indicated, update them together. However, ideally, I think, it would still be better if recomputation of both factors could be made annually, whether one of them changed or not.

The shift to RCLND will be combined with, among others, this important policy change:

New additions to an older residence, or new buildings, will no longer for many years conspicuously stand out, assessment-wise, among

the lower-assessed homes of the neighborhood, because this area's valuation did not catch up.

Instead, this spot appraisal will be made at a price level not higher than that used for the neighboring properties until they all will be updated together.

A similar periodic updating could be used for land, though it will hardly be possible to apply as simple a formula. Too many market factors are involved.

Evaluation will, of course, be facilitated by the "unit" approach previously described. But in establishing the unit value the computer can do little at this stage of general reorganization. (This may change in later years.)

But once the unit value is determined, the technical procedure of splitting it between improvements and land—deducting the RCLND, etc., from the unit value, essentially only a calculating operation—could probably to a large extent be made by the computer.

(Part VIII of nine will follow.)

Joseph Dauben Receives ROTC Promotion

The Department of Military Science, Pomona College and Claremont Men's College, has announced the promotion of Joseph Dauben, who is currently enrolled as a major in mathematics at Claremont Men's College, to the grade of corporal in the Army Reserve Officers Training Corps. He is the son of Mr. and Mrs. Elmer J. Dauben, who reside at 401 N. Sunnyside, and is a graduate of Pasadena High School.

Upon graduation and completion of the ROTC program, students will be commissioned in the Army in the grade of second lieutenant.

Nation's Top Filly Will Race at Santa Anita

William Haggin Perry's Lamb Chop, certain to be elected as the nation's No. 1 3-year-old filly of 1963, will be raced this winter at Santa Anita at the annual 55-day thoroughbred season which opens Thursday, Dec. 26.

Lamb Chop's trainer, J. W. Maloney, has applied for stalls for the 1963-1964 Santa Anita season. The filly scored her first stakes victory here last winter when she won the La Centinela Stakes, then later scored in the Santa Susana Stakes at 1-1/16 miles.

Last summer she won the \$100,000-added Cocalina Club American Oaks in New York in impressive fashion, and more recently Lamb Chop walked off with the important Spinster Stakes at Keeneland when she won by 11 lengths. Because of her dominance of her division, no wagering was conducted on the Spinster, a \$50,000-added stakes.

Lamb Chop, a daughter of the prominent stallion, Bold Ruler, has earned more than \$270,000 this year. At Santa Anita this winter her prime objective will be the \$50,000-added Santa Margarita Handicap at 1-1/8 miles for the older fillies and mares.

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you can choose your Christmas cards with your family in the privacy of your home. We will deliver sample albums for an evening of leisurely selection from our fine collection of social and business greetings.

Call us at ELGIN 5-6226 and arrange for this service on the evening of your choice with pick-up accommodations the following morning.

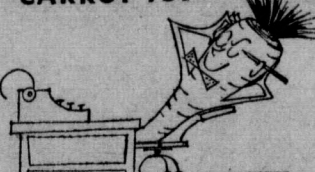
Discover what a pleasure Christmas card shopping can be.

Remember ELGIN 5-6226

Sierra Printing & Mailing
71 NORTH BALDWIN AVENUE

P. S. Christmas letters printed on holiday letterheads or with photographs if you prefer.

CARROT TOP



dejected and disappointed, I called Ken Cedarquist, the man on the top of the list at that branch. He told me that for some reason he did not have my address, so this year I am all set and ready . . . and the mail is delivered to that box number three times a day.

Here's another suggestion . . . Now that Madam Nhu and Marshal Tito are coming to the United States to tell us to mind our own business but continue sending money, why not invite Nikita also? He could take them all to Disneyland.

Here is a good statement made recently by Barry Goldwater . . . "Jackie has the White House ready for me . . . it's got an 18th Century decor." . . . Let's just hope the White House can be operated on the 20th Century plan, regardless of its occupancy.

I am sure that Voltaire, in defending every man's right to his opinion, also advocated that dissent was to include mutual respect for the opinions and symbols of another man's belief.

And along this same line, some people did not agree with the editor last week on certain news items that did not appear in the News. . . . but I hastily add here, that several hundred did approve and took their time to call us to let us know that we definitely are on the right track . . . I could write several pages on this subject, but for the time being, we will spend our time in getting out the very best paper possible, and one that will be to the satisfaction of the majority of the people. Thank you for letting us know where you stand on the subject.

In closing this column this week, let me say . . . "A salesman who covers Chair . . . instead of Territory . . . always remains on the bottom. See you around the Square, I hope, I hope, I hope."

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P.S.—WE ALSO SELL GROCERIES

Glendora Palms Features New Female Vocalist

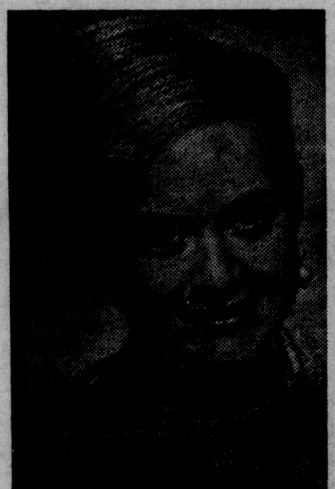
by A.H.G.

Johnny Catron owner of the Glendora Palms on highway 66 in Glendora has hired a young swinging singer to vocalize with his 14 piece band playing at the Palms.

Dianne Devereaux is the vocalist and she has appeared prior to this engagement at the Mapes Hotel in Reno, the Crystal Bay Club in Lake Tahoe and the Chi Chi in Palm Springs.

Miss Devereaux says she prefers swinging tunes and the current favorite of her audiences is "Fly Me to the Moon" in the Bossa Nova beat.

She has sung with small bands throughout the country, and last year appeared with Ray Anthony's band during an appearance at Disneyland. Miss Devereaux who comes from Grant's Pass, Oregon studied drama in New York at the American Theater Wing and turned to professional singing about five years ago.



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Verve Recording Artist
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Flamenco Guitarist
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Special Dinner
\$1.50
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Your Hosts—The Mazzolinis
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Midway Shopping Center, El Monte
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Lyman Return Engagement At Royal Tahitian

A surprise return engagement of Arthur Lyman at The Royal Tahitian for Oct. 31, Nov. 1 and 2, has just been announced by Mr. John Powell of Hi-Fi Records. "The overwhelming reception of Arthur at his concert series plus the excellent acoustics of the Tahitian Room virtually forced the idea of recording our Christmas album on the spot," according to Mr. Powell.

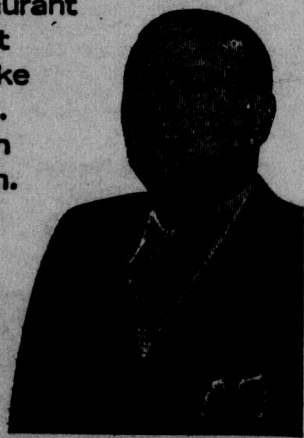
This concert series will mark the first time that Lyman has ever attempted to actually record before a live audience.

The Lyman concert opens to the public on Thursday, Oct. 31 and continues with two performances on Friday and Saturday, Nov. 1 and 2. The concert engagement will be preceded by an Oct. 30 invitational luau at The Royal Tahitian honoring Mr. Lyman and his group, along with recording executives and members of the press.

Ticket information can be obtained from The Royal Tahitian, which is located on The Whispering Lakes Golf Course, south of Ontario.

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Eaton's Hotel is a perfect place to hide... In solid comfort. It's only a few miles away and yet it's as secluded as you want it to be. Comfortable rooms in your own individual cottage; swimming pool; coffee shop and restaurant next door or breakfast in bed combine to make your stay enjoyable... whether you decide on a weekend or a month. How about it? Isn't it about time you two had a "second honeymoon"? Phone us for reservations and complete information.



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25 NORTH FAIR OAKS AVE.
Pasadena's Gayest Spot
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Popular WESTERN MUSIC

Viva! . . . Superb food . . . rustic setting . . . music by a strolling trio and fine service. Get your road map and try to find us! It's worth the trip!
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Bruce Lindsay
Sophomore
Linfield College

Bruce Lindsay, son of Mr. and Mrs. George Lindsay, son of Rev. and Mrs. George Lindsay, 101 W. Bonita, Sierra Madre, is among more than 1,050 students enrolled at Linfield College for the fall semester of the 1963-64 academic year.

Lindsay is a sophomore mathematics major at Linfield.

Linfield is a four-year, fully accredited liberal arts college affiliated with the American Baptist Convention.

This fall's enrollment has broken all records in the more than 100-year history of the college. A few students are expected to enroll late to further boost the total.

Attend the Church
This Sunday
of Your Choice

Features Annual Garden Show

The Los Angeles State and County Arboretum, located at 301 N. Baldwin Ave. in Arcadia, will host the Sixth Annual San Gabriel Valley Fall Flower and Garden Show, Nov. 1, 2 and 3. The show is sponsored by the California Arboretum Foundation, Inc.

Show time will be from 1:30 p.m. to 5:30 p.m. on Saturday and Sunday.

Semi-Pro Baseball Team Organizing

A semi-pro baseball team is in the process of being formed in this area. Dan Paulus of 380 Olive Tree Lane is getting things under way.

Already the field is all set up for a playing and a coach in mind for shaping up this team. Anyone 18 years or over who is interested in baseball is welcome and urged to contact Dan or phone EL 5-0198.

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YOUR . . . SIERRA MADRE . . . POLICE REPORT

To the citizen who has not been the victim of a crime, criminal activity may be somewhat far removed.

To appreciate the full impact of crime in our country, it is necessary to view criminality and its results on a nation wide basis. Since we are part of the broad picture, I feel there is some local applicability.

The following statistics are taken from "Crime in the United States" published annually by the Federal Bureau of Investigation.

"In 1962, 2,048,370 serious crimes reported, a 6 percent rise over 1961."

"Crime in past 5 years increased four times faster than the population."

"Stolen property in 1962 valued in excess of \$650 million." — "Loss from stolen property cut to 49 cents on a dollar by police recoveries."

"Seventy-eight police killed in the line of duty." — These are just a few examples. The other statistics are equally disturbing.

We, in law enforcement, are depending upon you, the public, to help curb the increased seriousness of crime.

Next time—relax at the **PLAZA SHOP**
Dresses - Negligees
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39 EAST MONTECITO
"Ask Trudie" — EL 6-1495

Thursday, Oct. 31, 1963 SIERRA MADRE NEWS—15

Vella Views

By
Toni Maurin
SYcamore 7-9634

I'm practicing up to be a witch! This isn't such a far cry from what I manage every year, but this year I seem to have more things going for me. I hadn't planned to be a witch till the other day when I was shopping for a few household sundries and I was confronted with a tree trimming shop. In October yet! It used to be that the Christmas stuff was hauled out the day after Thanksgiving, whereupon I had a full month to coddle my suppressed anxieties about not having my shopping done.

Now, by golly I am threatened with the information that there will be five fewer shopping days between Thanksgiving and Christmas this year so the merchants are over-compensating by getting their wares out before Halloween, and that really stood my hair on end. And I look so be "witching"!

My emotions about "tricks or treats" are mixed. I am always tempted to say, "Thank you . . . I'll take the treats." When the time comes that the Halloweeners come to the door on their knees, I begin to wonder if somewhere along the line someone isn't handing out tricks that I might like . . . Maybe a can of "Metra-Schultz"???

As long as I am speaking of Christmas and things like that I might mention that I am not the only one with thoughts in that direction. The Rosemary Cottage Villa Bridge Group, No. 1, has put thoughts of cards aside for the time being. Last week the met at the home of Mrs. Ira Lackey on Old House Road, and instead of bridge they had a workshop to prepare some of the boutique items for the coming "Bubbles and Baubles" home tour planned for Dec. 4. Helping out were Mesdames Margaret Pyle and her houseguest, Ginny White, Nancy Mueller, and Dorothy Halperin.

Mrs. Edward DiBias of Edgecliff Lane had a luncheon last week to introduce the new owner of her home, Mrs. Harold Bell, to some of the local matrons. Her guest list included in addition to the honoree, Mrs. William Baugh, Mrs. Chesley Osburn, Mrs. Eldon Osburn, Mrs. William Blake, Mrs. Frank Schmieg,

Mrs. Henry Asher, Mrs. Gilbert Olsen, Mrs. E. J. Fostinis, Mrs. George LaConte, Mrs. Alfred Allen, Mrs. Charles DiBias, Mrs. Charles Masden, and Mrs. David Olsen. The Bells will probably move into the house in about a month.

The William Blakelys are new on Edgecliff Lane. They built that lovely house at 1440 North Edgecliff. I asked Mrs. Blakely (Ann), to her old friends from Hastings Ranch, what their hobbies were. She said that right now the entire family is working on finishing their large family room on the lower level of their "California Split Level house."

They have two sons, Stephen, six is a first grader at Eugene Field, and their eleven year old sixth grader, Tom, is still at Don Benito. Part of their landscaping plans call for an area for a putting green. Both the Blakelys enjoy golf and would very much like to perfect their putting. (I wonder if there is a chance they would like to play with me???)

Mrs. Blakely is the district manager for the E. A. Wilcox Company, which is a manufacturer's representative company. Mrs. Blakely is a four year member of the Assistance League.

BIRCH SOCIETY . . . SAYS

do all you can to discourage the exploitation and indoctrination by the UNICEF-UNESCO crowd at Halloween. Where children do still come to your door, instead of giving them a contribution to be turned over to a Communist government somewhere under the guise of helping the children in that country it might be wise to give each American child, along with the traditional candy, one of our UN postcards bearing the short message about Katanga — or one of the reprints of the Extension Of Remarks about UNESCO (and UNICEF) by Hon. James B. Utt. And ask each youngster to take this material home to his or her own parents.

Birthday Greetings To General Walker

Former Major General Edwin A. Walker celebrates his next birthday on Nov. 10. There are some things on which I do not agree with Ted Walker (and there are some on which I do not agree with my wife, or even with the COUNCIL of The John Birch Society). But he is, in my opinion, and I am sure in the opinion of practically all of our members, a great and courageous American patriot. So we suggest that you send him a birthday card or message. The address is: General Edwin A. Walker 4011 Turtle Creek Blvd. Dallas 19, Texas

What Is a Bargain? "Ask Trudie"

THE PLAZA SHOP
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Near "Shell"
356-1495

Read the Classified They are Little Bargains with a Saving

The Howard Morgridges

of Meyerloa Lane returned from a ten day trip down Mexico City way. They went down with the Bob Kilnes of Arcadia, to attend the A.I.A. convention. After the convention was over they took off for Puerto Vallarta for a few days. Alice said it was like old home week there. They ran into the John Hedricks, the Warren Bacons, and the David Zinsmeyers, all from this area.

The Norman Whites and the George Holmes, both of Old House Road, took a little jaunt down to the harbor for the weekend to stay on the Whites' new boat.

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 PEARS 303 TINS 4 FOR \$1.00	 TOMATO SAUCE 8-OZ. TINS 13 FOR \$1.00	 Vegetable Dishes French Beans & Mushrooms Fordhook Limas & Cheese Fordhook Limas & Tomatoes Mixed Vegetables & Onions Peas & Mushrooms Rice - Peas - Mushrooms Onions & Cream Sauce French Beans & Almonds 3 Pkgs. \$1.00	 89¢	 Early Garden Green Peas 303 TINS 5 FOR \$1.00
 Pineapple- Grapefruit Juice 46-OZ. TINS 3 FOR 89¢	 Pickled GREEN BEANS 303 GLASS 3 FOR \$1.00	Johnston FRUIT PIES 49¢ <i>Big 9" Family Size</i>	 STEWED TOMATOES 303 TINS 5 FOR \$1.00	 New Sweet Cucumber Spears 11¾-OZ. JARS 3 FOR \$1.00
 TOMATO CATSUP 14-OZ. BOTTLES 6 FOR \$1.00	 Chunk Light Meat NO. ½ TINS 4 FOR \$1.00	Peas & Potatoes Corn - Peas - Tomatoes Peas & Celery Peas & Cream Sauce Onions & Peas 4 Pkgs. \$1.00	Doxsee CLAM CHOWDER 15-OZ. TINS 4 FOR \$1.00	 Family or Cream Style Golden Corn 303 TINS 6 FOR \$1.00
Nabisco Vanilla Snaps Lemon Snaps Ginger Snaps Cheese Nips 3 BOXES 29¢	Sunshine Crackers POUND BOX 29¢ <i>New Style — Thinner</i>		 25¢ TWO BARS	 COFFEE 59¢ lb Two Pounds \$1.18

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O-BONE ROAST.. 59¢ lb	SHORT RIBS. 4 lbs. \$1.00
Semi-Boneless CHUCK ROAST.. 69¢ lb	BEEF SHANKS... 45¢ lb
Boneless STEW BEEF... 79¢ lb	Knuckle SOUP BONES... 15¢ lb

Trimmed Lean BONELESS BRISKET 89¢ lb	1st Five Ribs -- Oven Ready PRIME RIB ROAST. 89¢ lb
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GROUND ROUND 79¢ lb	GROUND BEEF 39¢ lb	Morrell Grade - A - BACON 49¢ lb	GROUND CHUCK 59¢ lb
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Fresh Produce

Sweet Arizona GRAPEFRUIT... 5¢ ea
Large Slicing TOMATOES... 15¢ lb
U.S. No. 1 8 lb. Cello Bag RUSSET POTATOES... 29¢
Red Emperor GRAPES... 10¢ lb
School Boy DELICIOUS APPLES... 10¢ lb
Large Solid LETTUCE... 2 HEADS 29¢

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